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AUDIO-VISUAL METHODS FOR AIR POLLUTION INFORMATION. VOLUME I

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FINAL REPORT

GRANT NO. 5R01 00415 AP

AUDIO-VISUAL METHODS FOR AIR POLLUTION INFORMATION

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PREFACE

Since the start of the production of the first film by The George Washington University Medical Center under Grant No. 5R01 00415 03 much progress has been made in increasing public awareness and understanding of air pollution as an important environmental health and welfare problem. Recognition and concern by the public, by news commentators, personalities and entertainers, and by National, State and local public officials over the magnitude and severity of air pollution as a community and nationwide problem have resulted in a demand for controls. Air pollution and smog are now common household expressions, when but five years ago most communities in the Nation, the lay public and even many scientists had little or no awareness of the extent and degree of the problem.

Much progress has been made in these five years in the recognition and definition of various important air pollutants found in community air and in their methods of measurement. Far less progress, however, has been made in the control of these pollutants.

Part of the lag in abatement and control of air pollution is due to the limitations of the Clean Air Act of 1963 and the Air Quality Act of 1967. The Air Quality Act of 1967 permits and requires the Federal Government to conduct more specific research on air pollution and allows for greater abatement and control of air pollution than does the Clean Air Act of 1963, particularly in the establishment of national emission standards for new motor vehicles. Nevertheless, under the requirements of the Air Quality Act of 1967 the abatement and control of air pollutants from mobile and stationary sources are unduely complicated and are considerably hampered by built-in delays due to the requirement for the establishment of a multitude of localized air quality regions and to the absence of the requirements for national emission standards for stationary sources and mobile sources for other than motor vehicles.

The lack of requirements for national standards for stationary air pollution emissions in the Air Quality Act of 1967 can be attributed to many factors; these include the lack of public recognition and awareness of their need and on the consequent lack of influence of public-oriented groups and bodies on their National legislators at that time to incorporate such requirements into the law. Other factors include the influence of various industrial and trade associations such as the National Coal Association, Manufacturing Chemists Association and others representing the major polluters in: (1) preventing the enactment of appropriate legislation requiring national air quality standards for emissions for these sources and, (2) in requesting more time for research and development on control techniques and consequently more time before adequate controls be established. Notwithstanding, however, the Air Quality Act of 1967 is still a large step forward in several respects including the requirement for establishing air quality criteria, the scientific cornerstones of our knowledge on specific air pollutants serving as the technical basis for consequent air quality standards.

Combating air pollution demands not only new scientific approaches but also a new kind of political and personal effort -- a widespread citizen support for control measures that cross traditional community and regional political boundaries. Continuing public awareness, recognition and concern over the adverse health and welfare effects of air pollution on our communities have been accentuated by the distribution and viewing of the two films produced under this grant, BEWARE THE WIND and EAGLE'S LAMENT. An expanded effort is needed, however, to keep up with the growing potential for pollution. To be sure, the air pollution problem has also become more prevalent, increasingly widespread, and often more pronounced and is now easily recognized by the average citizen as nationwide in scope. Air pollution is no longer a minor community problem or one which is recognized only in isolated communities. Our air quality has continued to deteriorate due to several factors including the increase in the number of pollution sources, particularly in the number of motor vehicles. Indeed, now the air pollution problem is not only national but universal in scope and gravity in all technologically advanced countries.

In addition to the increased numbers of sources of various air pollutants, air pollution, as well as other environmental pollution problems such as solid wastes and water pollution, are accelerated by other major determinants: increasing population, higher per capita consumption of and demand for goods and energy, and an increasingly sophisticated technology. The demand for energy seems insatiable. Combustion of fossil fuels -- particularly coal and petroleum products, which are the worst polluters -- is likely to increase for a number of years to come, probably reaching several times the current levels by the end of the present century. Thus population growth combined with technological advances and rising standards of living are bringing increased concentrations of hazardous pollutants into the atmosphere. By the year 2000, the U. S. population will almost double what it was in 1960. These people will drive motor vehicles, manufacture goods, heat buildings, and use electrical power in much the same ways that we do now. By the year 2000 most major industries, including those that create pollution, will have increased production. The number of motor vehicles can be expected to have quadrupled and, if so, will burn 160 billion gallons of gasoline each year. Our need for electrical power will be about six times greater than it is today. By then about 95 percent of the estimated 280 million people in the United States will be concentrated in urban areas, bearing the brunt of the pollution problem.

Tomorrow's levels of air pollution may be even higher. In our efforts to achieve greater technological progress we have heretofore failed to consider or to recognize the consequences or hazards of airborne contaminants. Air pollution has become an unwanted and undesirable by-produce of our successful pursuit of a higher standard of living. To control and reduce this burden, the only courses which remain open then appear to be cleaning up and controlling our combustion sources or the development and substitution of noncombustive, nonpolluting modes of energy production. In either course, people will be obliged to pay a higher price for energy.

Most of the air pollution tonnage and burden is produced by the combustion of fossil fuels. By-products of combustion make up approximately 85 percent of the total tonnage burden of air pollutants in the United States. Most of the emissions commonly classified as air pollutants are not inherent in combustion, but are rather the results of inefficient burning or impure fuels. Of the two main types of sources -- mobile sources, such as automobiles, trucks and aircraft: and stationary sources, which include industrial plants, iron and steel mills, oil refineries, smelters and power plants -- most of the air pollution, expressed in tonnages, in urban areas (where most of the population lives) is emitted from motor vehicles. The automobile represents the most important single source of air pollution in the United States today. The numerical increase in the United States of millions of motor vehicles to approximately 90 million and the increase in the high compression and horsepower of these vehicles, let alone the increase in numbers and capacities of stationary emission sources in the past decade has obviously overtaxed the assimilative capacity of the air, especially in urban areas.

Industries, power plants, refineries, smelters, furnaces, incinerators -- these and other stationary sources also add enormously to the pollution of the air. In highly industrialized areas, such pollution can quite literally make breathing hazardous to health, and can cause unforeseen atmospheric and meteorological problems as well.

Toxic and noxious matter is being released into the air over the U. S. at a rate of more than 200 million tons a year, or slightly more than a ton per year for every American. It comes from 90 million motor vehicles, from factories, power plants, municipal dumps and backyard incinerators. There are five major types of air pollutant emissions.

The national emissions data for 1968 are summarized in Table 1:

TABLE 1.—*Estimated Nationwide Emissions, 1968*

[In millions of tons per year]

Source	Carbon monoxide	Particulates	Sulfur oxides	Hydrocarbons	Nitrogen oxides	Total
Transportation	63.8	1.2	0.8	16.6	8.1	90.5
Fuel combustion in stationary sources	1.9	8.9	24.4	.7	10.0	45.9
Industrial processes	9.7	7.5	7.3	4.6	.2	29.3
Solid waste disposal	7.8	1.1	.1	1.6	.6	11.2
Miscellaneous[1]	16.9	9.6	.6	8.5	1.7	37.3
Total	100.1	28.3	33.2	32.0	20.6	214.2

[1] Primarily forest fires, agricultural burning, coal waste fires.

Source: NAPCA Inventory of Air Pollutant Emissions, 1970.

As shown in Table 1, transportation -- particularly the automobile -- is the greatest source of air pollution. It accounts for 42 percent of all pollutants by weight in the United States as a whole. It produces major portions not only of carbon monoxide but of hydrocarbons and nitrogen oxides.

In the presence of sunlight, several of the hydrocarbons react with the oxides of nitrogen to form photochemical air pollution, more familiarly known as smog. Photochemical smog consists of mixtures of gaseous and particulate products resulting from the atmospheric photochemical reactions of gases evolved primarily from the combustion of organic fuels. It is characterized by the presence of high atmospheric oxidant levels -- ozone and other photochemical oxidants.

Of the primary emissions listed in Table 1, carbon monoxide constitutes by far the largest tonnage. Almost two-thirds of the carbon monoxide emitted comes from internal combustion engines, and the overwhelming bulk of that comes from gasoline-powered motor vehicles. Carbon monoxide (CO) is a colorless, odorless, poisonous gas, slightly lighter than air, that is produced by the incomplete burning of the carbon in fuels. Carbon monoxide emissions can be prevented by supplying enough air to insure complete combustion. When this occurs, carbon dioxide, a natural constituent of the atmosphere, is produced instead of carbon monoxide.

Hydrocarbons (HC), like carbon monoxide, represent unburned and wasted fuel. Unlike carbon monoxide, gaseous hydrocarbons at concentrations normally found in the atmosphere are not toxic, but they are a major pollutant because of their role in forming photochemical smog. More than half the estimated 32 million tons of hydrocarbons produced each year comes from transportation sources, mainly gasoline-fueled vehicles. Another 27 percent comes from miscellaneous burning and 14 percent from industrial processes. About 60 percent is produced in urban areas, largely because there are more automobiles.

Nitrogen oxides (NO_x) are produced when fuel is burned at very high temperatures. Stationary combustion plants produce 49 percent of the nitrogen oxide emissions; transportation vehicles, 39 percent; and all other sources, 12 percent.

Internal combustion engines operate at very high temperatures, and so do efficient, large electric power and industrial boilers. Nitrogen in the air that is ordinarily inert combines with atmospheric oxygen in high temperature flames and tends to stay combined if the exhaust gases are cooled too quickly. The control of NO_x from stationary sources requires careful adjustment of flame and stack gas temperatures. Control of nitrogen oxides from automobiles is more difficult because reducing other pollutants can increase the output of NO_x.

Particulate matter includes particles of solid or liquid substances in a very wide range of sizes, from those that are visible as soot and smoke to particles too small to detect except under an electron microscope. Particulates may be so small that they remain in the air for long periods and can be transported great distances by the winds. They are produced primarily by stationary fuel combustion (31 percent) and industrial processes (27 percent). Forest fires and other miscellaneous sources account for 34 percent.

There are established techniques for controlling particulates from a boiler stack or from a waste air stream -- among them filtering, washing, centrifugal separation, and electrostatic precipitation. These work well for most of the particles, but complete removal, especially of the very finest particles, is technically and economically difficult. There are, however, techniques and processes capable of removing up to 99 percent of the particulate matter.

Sulfur oxides (SO_x) are acrid, corrosive, poisonous gases produced when fuel containing sulfur is burned. Electric utilities and industrial plants are its principal producers since their most abundant fuels are coal and oil, which contain sulfur as an impurity. The burning of coal produces about 60 percent of all sulfur oxides emissions, oil about 14 percent, and industrial processes that use sulfur 22 percent.

Most of the coal and oil is burned in electric power generation plants. About two-thirds of the Nation's sulfur oxides are emitted in urban areas, where industry and population are concentrated. Seven industrial States in the Northeast alone account for almost half of the national total of sulfur oxides. In rural areas, however, sulfur oxides sources may be large industrial plants, smelters, or power plants. Any one of these may throw out several hundred thousand tons of sulfur oxides in a year.

Both Government agencies and Industry have sought to reduce sulfur oxide emissions in three ways: switching to low sulfur fuels (those with less than 1 percent sulfur), removing sulfur from fuels entirely, and removing sulfur oxides from the combustion gases.

Photochemical Air Pollution

As indicated, in addition to the major primary emissions from mobile and stationary sources, a distinct relatively recent major type of pollution was introduced and recognized originally about 25 years ago in Los Angeles; this type of air pollution has since spread to other metropolitan areas throughout the country. Under the influence of sunlight, nitrogen oxides combine with certain gaseous hydrocarbons to form a complex variety of secondary pollutants called photochemical oxidants. These oxidants, together with solid and liquid particles in the air, make up a mixture commonly known as smog. The photochemical oxidant family of pollutants present in photochemical smog includes, among others, ozone, nitrogen dioxide, peroxyacyl nitrates, aldehydes; and acrolein. In the air they can cause eye and lung irritation, damage to vegetation, offensive odor, dense haze, and the excessive cracking of rubber products.

Adverse Effects of Air Pollution on Health and Welfare

Air pollution adversely affects man and his environment in many ways. It soils his clothing, his home and other property, and interferes with the growth of plants and shrubs. It diminishes the value of his agricultural products. It obscures his view and his enjoyment of his surroundings and adds unpleasant smells to his environment. Most important, it endangers his health.

The extent of air pollution depends very largely on how weather disposes of the pollutants. The ability of the atmosphere to dilute and disperse them is limited to two factors -- wind speed and the depth in the atmosphere to which air near the surface can be mixed. Although considerable variation occurs from day to day in the extent to which these factors disperse air pollution, the same patterns tend to repeat themselves over months or years. On some few days in a year, strong winds and high unstable atmospheric conditions may disperse even the heaviest blanket of pollution. On many other days, weak winds and highly stable conditions let small quantities of pollutants accumulate and build up to serious proportions. Between these extremes, variations in weather conditions create varying levels of pollution over a given area.

Many cities lie in natural basins at the confluence of rivers, around bays, or in flat areas close to mountains. Such basins are natural gathering places for low-lying masses of warm air, which trap pollutants in the familiar phenomenon known as an "inversion." However, even communities more favorably located increasingly find that atmospheric conditions limit the amount of air available as a drain or a dumping place for pollutants.

Effects on Human Health

The most important effect of air pollution is its threat to human health. Acute episodes of pollution in London, New York, and other cities have been marked by dramatic increases in death and illness rates, especially among the elderly and those with preexisting respiratory or cardiac conditions.

The episode most familiar to Americans occurred in 1948 in Donora, an industrial town in the mountains of western Pennsylvania. Almost half of the town's 14,000 inhabitants fell ill; 20 died. The worst air pollution disaster of modern times struck in London in 1952 when its famous "killer smog" increased the number of deaths in London to 1,600 more than would have normally occurred. Both of these episodes occurred when, under conditions lasting for several days, unusual weather prevented the dispersal of pollutants.

Such major disasters are obviously cause for concern. However, of much greater significance for the American population are the subtle, long-range effects on human health of exposure to low-level, long-lasting pollution.

The causes of chronic diseases which constitute the major public health problems of our time are difficult to determine. Assessing the contribution of particular air pollutants to these conditions is complicated by the seemingly infinite variety of pollutants to which persons, particularly those in urban areas, are exposed from their day of birth. In addition, it is difficult to separate air pollution from the other biological and physical stresses to which people are subjected.

Nonetheless, it is well established that air pollution contributes to the incidence of such chronic diseases as emphysema, bronchitis, and other respiratory ailments. Polluted air is also linked to higher mortality rates from other causes, including cancer and arteriosclerotic heart disease. Smokers living in polluted cities have a much higher rate of lung cancer than smokers in rural areas.

The incidence of chronic diseases has soared sharply during this century, while the infectious diseases which were the primary public health concern in the past have been brought under control. Heart and blood vessel diseases caused more than half the deaths in the United States in 1962. Lung cancer, once a rarity, now kills more persons than all other cancer types combined. Emphysema has doubled every 5 years since World War II. Air pollution has been linked to asthma, acute respiratory infections, allergies, and other ailments in children. Such childhood diseases may well underlie chronic ills developed in later life.

Knowledge of the health effects of specific contaminants present in the air is far from complete. However, the more overt health effects of several major classes of pollutants are beginning to be defined. Those pollutants are found almost everywhere in the United States.

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When carbon monoxide is inhaled, it displaces the oxygen in the blood and reduces the amount carried to the body tissues. Exposures to environmental levels of CO can increase blood COHb concentrations in human subjects. The amount of this increase is reasonably predictable and must be considered in relation to CO exposures from inhaled cigarette smoke as well as from occupational and domestic sources. Continuous exposure to relatively low levels of CO may result in significant increases in blood COHb levels for exposure periods of only a few hours. At levels commonly found in city air, it can slow the reactions of even the healthiest persons, making them more prone to accidents. Moreover, it is believed to impose an extra burden on those already suffering from anemia, diseases of the heart and blood vessels, chronic lung disease, overactive thyroid, or even simple fever. Cigarette smokers, who are already inhaling significant amounts of CO in tobacco smoke, take on an additional CO burden from polluted air.

Studies show that exposure to 10 parts per million of CO for approximately 8 hours may dull mental performance. Such levels of carbon monoxide are commonly found in cities throughout the world. In heavy traffic situations, levels of 70, 80, or 100 parts per million are not uncommon for short periods.

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Several effects of long-term exposure to CO have been implicated. Recent data suggest that the mortality from myocardial infarction may be increased by exposure to average weekly CO concentrations of from 9 to 16 mg/m^3 (8 to 14 ppm), although these results are not conclusive and require replication. The probability of involvement in motor vehicle accidents may also be associated with CO exposure. This could be related to the influence of CO exposure on visual acuity, estimation of time intervals, or other psychomotor parameters. Further studies of the effects of CO on human behavior and performance are needed in order to clarify and replicate the findings to date.

Sulfur oxides, produced mainly by burning coal and oil, can cause temporary and permanent injury to the respiratory system. Sulfur dioxide in the atmosphere may be partly converted into the more irritant sulfuric acid, especially at high humidity and in the presence of particulate material. The irritant potency of sulfuric acid aerosol in itself is dependent on size and relative humidity.

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The potentiation by particulate matter of toxic responses to sulfur dioxide (synergism) has been observed under conditions which would promote the conversion of sulfur dioxide to sulfuric acid. The degree of potentiation is related to the concentration of particulate matter. A threefold to fourfold potentiation of the irritant response to sulfur dioxide is observed in the presence of particulate matter capable of oxidizing sulfur dioxide to sulfuric acid. When particulate matter is inhaled with the sulfur oxides, health damage increases significantly. The air pollution disasters of recent years were due primarily to sharply increased levels of sulfur oxides and particulates.

Sulfur dioxide can irritate the upper respiratory tract. Carried into the lungs on particles, it can injure delicate tissue. Sulfuric acid -- formed from sulfur trioxide when water is present -- can penetrate deep into the lungs and damage tissue.

Health may be imperiled when the annual mean concentration of sulfur dioxide in the air rises above 0.04 parts per million. Deaths from bronchitis and from lung cancer may increase when this level of sulfur dioxide is accompanied by smoke concentrations of about 0.06 parts per million. American cities often exceed this annual mean substantially. The annual mean concentration of SO_2 in the air was 0.12 parts per million in Chicago in 1968; in Philadelphia it was 0.08. When SO_x exceeds 0.11 parts per million for 3 to 4 days, adverse health effects have been observed, and this level is reached in many large cities during inversions.

The most striking effects have been observed in association with exceptional episodes of air pollution. However, lower and more persistent concentrations are also correlated with mortality and morbidity. British studies have indicated an association of bronchitis death rates with air pollution concentrations that is apparently independent of social class differences, but which also do not specify the role played by sulfur oxides. Instead, these studies treat of combination of sulfur oxides and particulates. In one major study of Eston, sulfur dioxide values for a year averaged 115 $\mu g/m^3$ (0.040 ppm) in the dirty area and 74 $\mu g/m^3$ (0.026 ppm) in the cleaner area. Smoke values were 160 $\mu g/m^3$ and 80 $\mu g/m^3$ respectively.

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Photochemical oxidants have emerged relatively recently as a major health problem, and research relating to their effects on human health is still in its infancy. However, studies have shown that eye irritation begins when peak oxidant levels reach 0.10 parts per million. Increased frequency of asthma attacks occurs in some patients on those days when hourly concentrations average 0.05 to 0.06 parts per million. Even the healthiest persons may be affected, however; a study of cross-country runners in a Los Angeles high school showed that their performances suffered when hourly average oxidant levels ranged from 0.03 to 0.30 parts per million.

Less is known about the effects on health of nitrogen oxides, which plays such an important part in producing photochemical pollution. They have been little studies until recently. However, evidence so far suggests that they may be harmful to human health. A study in Chattanooga, Tennessee, linked very low levels of these oxides in the air to children's susceptibility to Asian flu.

The lowest particulate levels at which health effects have been noted in the United States were reported at Buffalo. The Buffalo study suggests that the overall death rate rises in areas with an annual average concentration ranging from 80 to 100 micrograms per cubic meter. The study also reveals a tie between these levels of particulate matter and gastric cancer in men 50 to 69 years old. A similar association was found in a Nashville study. Particulate levels in this range are found in most major urban areas and are common even in smaller industrial cities.

The findings relating to particulate matter, as a class of pollutants, amply justify measures to reduce their level in the air. Included in this class of pollutants are a number of substances which are potential health hazards at much lower concentrations and which will require even more stringent controls.

Beryllium, for example, which may be emitted from industrial sources and from rocket fuel, can cause lesions in the lung, producing serious respiratory damage and even death. Since the sources of this pollutant are limited, however, it may be a problem only in specific localities.

Asbestos, long recognized as an occupational hazard, is increasingly present in the ambient air because of its use in construction materials, brake linings, and other products. Long exposure in industry produces the lung-scarring disease, asbestosis. On the other hand, mesothelioma, a type of lung cancer associated almost exclusively with asbestos exposure, does not appear to be associated only with heavy or continued exposure.

Many other particulate pollutants are a growing public health concern even though they may not constitute such an immediate and direct threat. Current studies suggest that lead levels now found in the blood and urine of urban populations -- although well below those associated with classic lead poisoning -- may interfere with the ability of the human body to produce blood. As air pollution becomes more wide-spread, increased numbers of people are being exposed to airborne lead, chiefly from automotive emissions, at levels formerly found only in congested areas.

Effects on Vegetation and on Materials

Air pollution inflicts widespread and costly damage on plant life and buildings and materials. Some experiences of the past warned of the effects of air pollution on plant life. Sulfur dioxide fumes from a large copper smelting plant set up after the

Civil War in Copper Basin, Tennessee, damaged 30,000 acres of timberland. Much of this originally forested mountain land is still barren. Today, the damage to plant life is less dramatic than in the days of unrestricted smelter operations. But the slower, chronic injury inflicted on agricultural, forest, and ornamental vegetation by increasing quantities and varieties of air pollutants has now spread to all parts of the country.

Photochemical smog is particularly damaging to plants. As a matter of fact, because of the sensitivity of vegetation to photochemical smog reactions certain plant species are used by many communities as bioassay methods for determination of community photochemical air pollution levels. Pronounced vegetation damage as well as dense haze formation and rubber cracking manifestations of photochemical air pollution have now been observed in every region of the country. Because of the prevalent photochemical smog, leafy crops such as lettuce and spinach can no longer be grown in parts of southern California.

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Smog in the Los Angeles basin contributes to the slow decline of citrus groves south of the city and damages trees in the San Bernardino National Forest 50 miles away. Fluoride and sulfur oxides, released into the air by phosphate fertilizer processing in Florida, have blighted large numbers of pine and citrus orchards. Livestock grazing on fluoride-tainted vegetation develop a crippling condition known as fluorosis. In New Jersey, pollution injury to vegetation has been observed in every county and damage reported to at least 36 commercial crops.

At sulfur oxide levels routinely observed in some of our cities, many plants suffer a chronic injury described as "early aging." Nitrogen dioxide produces similar injury symptoms and seems to restrict the growth of plants even when symptoms of injury are not visible. Ozone, a major photochemical oxidant, is a significant threat to leafy vegetables, field and forage crops, shrubs, and fruit and forest trees -- particularly conifers. The damage from ozone in minute quantities can be great. Extended ozone exposure to 0.05 parts per million can reduce a radish yield 50 percent. Tobacco is sensitive to ozone at a level of 0.03 parts per million.

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Oxidizing or photochemical air pollution is known to coexist in community atmospheres together with the reducing type of air pollution which sulfur oxides are prominent. The effect of these and other types of air pollutants on various agricultural crops varies in time and place depending on the kind of industry, type of fuel, the number of motor vehicles, the topographic character of the community, and geographic and meteorological nature of the particular airshed in which the sources of pollution are located.

Air pollutants also damage a wide variety of materials. Sulfur oxides will destroy even the most durable products. Steel corrodes two to four times faster in urban industrial areas than it does in rural areas where much less sulfur-bearing coal and oil are burned. When particulate matter is also present in the air, the corrosion rates multiply. One-third of the replacement cost of steel rails in England is estimated to be caused by sulfur pollution. The rise of sulfur oxides levels in the air is accelerating the erosion of staturary and buildings throughout the world, and in some cities, works of art made of stone, bronze, and steel must be moved indoors to preserve them from deterioration.

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Particulate matter in the air not only speeds the corrosive action of other pollutants but by itself is responsible for costly damage and soiling. Particulate matter may chemically attack materials through its own instrinsic corrosivity, or through the corrosivity of substances absorbed or adsorbed on it. Merely by soiling materials, and thereby causing their more frequent cleaning, particulates can accelerate deterioration.

It is apparent that the accelerated corrosion rates of various metals in urban and industrial atmospheres are largely the result of relatively higher levels of particulate pollution and sulfur oxides pollution. High humidity and temperature also play an important synergistic part in this corrosion reaction. Studies show increased corrosion rates in industrial areas where air pollution levels, including sulfur oxides and particulates, are higher. Further, corrosion rates are higher during the fall and winter seasons when particulate and sulfur oxides pollution is more severe, due to a greater consumption of fuel for heating.

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Clothes and cars must be washed, houses painted, and buildings cleaned more often because of the particulates in the air. The effects are especially severe in urban areas where large quantities of coal and sulfur-bearing fuel oils are burned. Particles may act as reservoirs of acids, and thereby sustain a chemical attack that will deteriorate even the more resistant kinds of masonary. Particles stick to surfaces, forming a film of tarry soot and grit which oftentimes is not washed away by rain. Considerable money and effort have been spent in many cities to sandblast the sooty layers that accumulate on buildings. Water-soluble salts, commonly found in urban atmospheres, can blister paint. Other particles may settle on newly painted surfaces, causing imperfections, thereby increasing the frequency with which a surface must be painted.

The soiling of textiles by the deposition of dust and soot on fabric fibers not only makes them unattractive, and thereby diminishes their use, but results in abrasive wear of the fabric when it is cleaned. Vegetable fibers, such as cotton and linen, and synthetic nylons are particularly susceptible to chemical attack by acid components of airborne particles.

Particulate air pollution damages electrical equipment of all kinds. Oily or tarry particles, commonly found in urban and industrial areas, contribute to the corrosion and failure of electrical contacts and connectors. Ozone damage textiles, discolors dyes, and greatly accelerates the cracking of rubber.

Effects on Visibility

Air pollution dims visibility, obscures city skylines and scenic beauty, interferes with the safe operation of aircraft and automobiles, and disrupts transportation schedules. Metropolitan areas can be easily recognized by air passengers and air crews from afar because of the decreased visibility and increased murkiness of the air. The reduction in visibility is an increasingly important hazard to aviation and to ground transportation. In one recent year, low visibility from smoke, haze, and dust was the suspected cause of 15 to 20 plane crashes. In Los Angeles, visibility in the smog frequently lowers to less than 3 miles. During the air pollution alert in the eastern States during July 1970, visibility was almost totally obscured in some areas. The Federal Aviation Administration's visibility safety factor for airplane operation without instruments is 5 miles.

Air pollution is aesthetically objectionable. It obscures the natural beauty of our skies and mountains. Nitrogen dioxide, which reaches peak levels during morning rush-hour traffic, is responsible for the whiskey-brown haze that stains the sky over many cities. Particulates, however, are the major culprit in reducing visibility. Particles (ash, carbon, dust, and liquid particles) discharged directly to the air scatter and absorb light, reducing the contrast between objects and their backgrounds. Particles are also formed in the atmosphere by photochemical reactions and by the conversion of sulfur dioxide to sulfuric acid mist. Wherever sulfur pollution is significant -- which is wherever large amounts of coal and oil are burned -- visibility diminishes as relative humidity rises.

Economic Effects of Air Pollution

The total costs of air pollution in the United States cannot be precisely calculated, but they amount to many billions of dollars a year. Economic studies are beginning to identify some of the more obvious costs. Numerous studies verify that it is an economic drain upon society. Current economic studies and estimates indicate that air pollution costs United States citizens somewhere between $14 billion and $18 billion a year in direct economic loss. To paint steel structures damaged by air pollution runs an estimated $100 million a year. Commercial laundering, cleaning, and dyeing of fabrics soiled by air pollution costs about $800 million. Washing cars dirtied by air pollution costs about $240 million. Damage to agricultural crops and livestock is put at $500 million a year or more. Adverse effects of air pollution on air travel cost from $40 to $80 million a year. Even more difficult to tie down are the costs of replacing and protecting precision instruments or maintaining cleanliness in the production of foods, beverages, and other consumables. It is equally difficult to assess damage, soiling, and added maintenance to homes and furnishings or how air pollution acts on property values. The cost of fuels wasted in incomplete combustion and of valuable and potentially recoverable resources such as sulfur wasted into the air is also hard to count. It is still more difficult to determine the dollar value of medical costs and time lost from work because of air pollution -- or to calculate the resulting fall in productivity of business and industry.

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The public has learned an increasingly obvious fact that, in addition to the deleterious effects of air pollution on our health and welfare, air is no longer an unlimited natural resource and that its quality must no longer be allowed to be degraded. Air is our most vital resource, and its pollution is our most serious environmental problem.

As indicated, the Air Quality Act of 1967 does indeed have provisions for national emission standards for motor vehicles. In fact, consecutive reductions in exhaust emissions of carbon monoxide and hydrocarbon content have been made in new 1968 and 1970 models. However, no such requirements exist for used or older vehicles which represent the greatest number of automotive polluters. Furthermore, with millions of additional motor vehicles on the roads today no really significant progress has yet been made in the overall reduction.

With the presently greater public awareness of the hazards of air pollution, particularly from motor vehicles, and the experience of U. S. citizens at every level of society with many of the common manifestations of the magnitude of air pollution as a nationwide problem, the Senate now -- by a vote of 73 to 0 -- has passed a tougher air pollution cleanup bill severely curtailing the exhaust emissions from new motor vehicles to be reduced by 1975, notwithstanding the protests of the auto industry spokesmen. Although the 1975 deadline for development of clean automotive engines is the most controversial and most publicized provisions in the new bill, the National Air Quality Standards Act of 1970, it is but one cog in a mechanism to bring most major air pollution problems under a substantial degree of control within five years. The new bill if passed into law (the prospects are quite good because of enhanced public awareness, interest and concern) will also require all major new stationary sources of pollution -- iron and steel plants, mills, oil refineries, electric power plants, municipal incinerators and the like -- to install the best available pollution control equipment. Plants not certified as meeting air quality standards then could not operate. When this bill is passed into law, greater controls and marked cleanup of air pollution should be more apparent within several years thereafter. (At the time this report is being submitted, the Senate and House of Representatives versions of this new air pollution bill have not as yet been resolved, but it is hoped the Senate version which has stronger control provisions will be adopted).

There is a continuing need for a pictorial presentation of the damage created by air pollution to our health, our property and to the environment in order to motivate our citizenry and our legislators at the Federal, State and local levels to pass stricter legislation to control this blight.

In the long run, the cost of air pollution and its control will be borne by the individual citizen in taxes and in the prices he pays for various products. He has learned that the time has come when the earth's atmosphere can no longer be regarded as limitless, but must be regarded instead as a vital and exhaustible resource. By investing large sums in environmental pollution control (including air pollution control) better health and improvement and restoration of the quality of our environment are to be gained. In addition to improvement in health, more definitive research and consequent knowledge as well as development of stricter controls on various air pollution sources should lead to other improved aspects of our environment: cleaner and longer lasting laundry and house furnishings, longer life for the paint on homes and buildings, less corrosion and breakdown of electrical and other equipment, lesser damage and longer life to other property, an improvement in visibility and aesthetic appreciation of our country, and a reduction in the losses of quality and quantity of agricultural and horticultural crops.

New Studies

It is recognized that the National Air Pollution Control Administration is assiduously studying and testing many types of low-pollution engines for motor vehicles and has supported the recent cross-country Clean Air Car Race (CACR) between various types of modified low emission vehicles, the latter event attracting nationwide attention to the need for non-polluting or very low pollution automotive engines. NAPCA is also developing additional air quality criteria and companion control technology documents for other air pollutants in a systematic manner. This agency is also supporting studies on the effects on human health, agriculture, materials and visibility from exposure to the major air pollutants, singly or in combination. Other studies include: (1) quantification of the economic and aesthetic effects of air pollution, (2) surveillance of air quality through an integrated Federal-State-Local air monitoring system and emission studies including the development of a national air quality data bank in which air quality measurements made at numerous points in the United States will be stored, and the development of SAROAD (storage and retrieval of air quality data) system central to it, (3) new and improved sampling and analysis techniques and instrumentation, atmospheric processes including meterological and chemical processes, and (4) identification and control of pollution sources.

Notwithstanding these broad areas of study undertaken by NAPCA, a number of pertinent specific additional studies of merit are herewith suggested. These potential studies will be listed here very briefly but will be augmented by the development of separate unsolicited contract proposals to be submitted under separate cover by the George Washington University Medical Center, Airlie, Warrenton, Virginia, in conjunction with other Departments of the George Washington University Medical School, as applicable. These include:

I. Development of a Meaningful, Weighted, Multi-source Community Air Pollution Index Tailored to the Pollutant Mix of the

Specific Community.

News media weather forecasters and other news media reporters provide "numbers" reflecting our daily pollution "counts" based on indices which indicate to the public relative air pollution severity information in all of the large metropolitan areas of the country. There is a general confusion on the part of the public and the news media as to what these numbers really mean or what they are based on. The foundation for these numbers is usually based on the levels of a single important pollutant such as sulfur dioxide or oxidant found within the specific community. The bases, however, are not consistent from community to community and also often vary during the course of the year within a community. Some communities provide data to the news weather forecasters based on daily maximum hourly oxidant readings alone, some provide data on maximum hourly SO_x levels alone; some use oxidant levels part of the year (usually in summer) and SO_x levels during the remainder of the year. Others use indices composed of a combination of maximum hourly sulfur oxide and particulate levels. In short, there is no consistency or declarative information expressed to the public about the specific air pollution bases for the particular community.

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Studies are needed to develop a weighted multi-source community air pollution index tailored for specific large metropolitan communities for public use in accordance with the relative tonnages of the major community pollutants (SO_x, O_x, Particulates, CO and HC) and their comparative toxicites. Such a multi-source air pollution index for a community could be computed from hourly maxima in accordance with specific formulae to be developed. Similarly, there is a need to develop a series of emergency "alert" levels for communities. The relationship of an informational public air pollution index and of a community air pollution system for officially alerting the community of an impending air pollution "alert" needs to be carefully studied in order to not further confuse the problem. In this context, additionally, the relationship of the air pollution potential ("APP") of the air mass within a community, to all metropolitan "alert" systems must be carefully analyzed. The "APP" is a variable dependent on meteorological factors and conditions which changes with time and place and has special significance particularly in the development of community air pollution "alert" levels.

II. Studies of the Effects of Low Concentrations of Carbon Monoxide on Human Performance Under Conditions of Stress

Conflicting results have been reported by several investigators on the effects of 50 ppm CO on human volunteers. Beard and co-workers report a decrement in performance in ability to judge time intervals, whereas studies by Mikulka and Theodore, Wright Field Aeromedical Laboratory investigators, in exposure of young adult healthy male volunteers showed no decrement in performance in discriminating time signal tones and other tests. The conditions of the two sets of experiments, however, were quite different. The Wright Field tests chambers were large, well lit and well ventilated, with no stress factors of any kind. The tests were conducted under ideal circumstances. Dr. Beard's chamber was much smaller, giving a sense of some degree of confinement and the studies were performed in the dark. While Beard's studies are more realistic, nevertheless the experiments left some things to be desired.

Life as a whole has many stresses: physical, psychological, physiological and pathological. In driving a motor vehicle, people are obliged to drive in darkness, in rain or snow, with poor visibility, often under the duress of psychological, pathological, physical or physiological stresses.

It is useful to develop a series of more realistic, dynamic tests simulating some of the aforementioned conditions to determine the effects of 50 ppm CO (a level commonly found in heavy traffic) on human behavior performance utilizing male and female subjects in various age brackets including middle-aged and older volunteers. A multi-disciplinary team of specialists, including a psychologist, pathologist, physiologist and a specialist in experimental design, can, by properly and objectively selecting the test subjects to be representative of a number of broad groups within society who drive motor vehicles, devise appropriate dynamic tests to determine the effects of 50 ppm CO in the impairment of cognitive and discriminating abilities in simulated and/or under actual conditions of automobile driving. Such tests would be an excellent vehicle for verifying and testing Selye's Concept of Stress Response.

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III. Prospective Epidemiological Studies of Population Groups to Chronic Air Pollution Exposures

Most of the epidemiological studies and findings of the relationship of air pollution to chronic respiratory disease and/or lung cancer are based on retrospective studies. But few epidemiological studies in the United States have been on-going prospective research studies. There are and have been a number of important on-going prospective epidemiological studies of the relationship of ambient air pollution to respiratory disease particularly in Great Britain, Japan, Sweden and Australia. Such studies as have been initiated in this country are based on establishment of a health effects surveillance network in industrial cities where there are predominant levels of particulate matter and sulfur dioxide. It is important to initiate a prospective epidemiological study of the effects of air pollution in the metropolitan Washington, D. C. area where because of the very high density of motor vehicles there is a predominantly high level of photochemical oxidants and hydrocarbons.

Incorporated into this proposed study will be a statistical and epidemiological strategy for studying the effect of photochemical oxidant on automobile accidents.

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IV. Study of Ambient Profile and Pattern of Carbon Monoxide in City Traffic in Relation to Traffic Policemen and Motorists in Metropolitan Washington

The Continuous Air Monitoring Program (CAMP) stations of the Department of Health, Education, and Welfare which routinely measure ambient levels of various community air pollutants are located in "downtown" off-street locations in a number of large American cities. These are purported to measure representative levels of community air pollutants found in the central parts of these cities. For most area-wide pollutants from multiple types of emission sources, both mobile and stationary, the CAMP data, and similar data from State and regional networks more recently organized, is indeed representative. However, for carbon monoxide, which comes predominantly from the exhaust of motor vehicles, the CAMP data, and similar data from state, regional, and local monitoring stations is unrepresentative of actual traffic conditions; for this reason the commonly reported official CO data is quite misleading to both the lay public and to scientific investigators. Selected but isolated comparative studies of carbon monoxide in several U. S. cities have shown that the mean commuter traffic CO concentrations, based on 30-minute integrated samples, were from 1.3 to 6.8 times greater than simultaneous mean aerometric levels measured at the corresponding CAMP station unit. Another analysis has shown that ambient CO levels found in heavy traffic in general were more than twice the levels found at comparative CAMP stations. Although the CO levels at the CAMP stations are the levels routinely measured and reported, notwithstanding millions of people in metropolitan areas of the United States are daily exposed to much higher levels -- of 50 ppm CO and higher -- for sustained periods of time in heavy traffic.

A study of the carbon monoxide levels found in various traffic arteries of metropolitan Washington is proposed. This study will incorporate studies of temporal and spatial traffic patterns and cycles as well as meteorological variables. It will attempt to delineate the distribution and dilution of ambient CO in actual traffic at heights equivalent to the nose height of a person driving an automotive vehicle as well as at several somewhat higher elevations representing the ambient levels found at the second, third and fourth stories of office buildings, apartment houses and for homes. Such a study is particularly useful in the metropolitan Washington area because of the high density of motor vehicles in relation to population.

II.

THE PRODUCERS

PHASE 1 - THE MEDIUM

This project was directed by Dr. Murdock Head, a health professional who holds degrees in the fields of medicine, law and dentistry. Dr. Head is Chairman and Professor of the Department of Medical and Public Affairs and Director of the Airlie Center. He is the only full time producer of Public Affairs programming with his academic position, education, and experience.

The George Washington University Airlie Conference Center, has for over ten years, hosted outstanding and effective conferences, seminars, and workshops in the bio-medical field. This facility has made it uniquely possible for the staff to meet and evaluate professional talent from all parts of the world. This talent pool provides the production unit the mechanism for saving time, effort, and expense in research and analysis of the subjects to be treated. The professionals who appear can also be screened at these conferences, and filming accomplished.

The Airlie Center provides film studios, editing rooms, full editorial production equipment, and four staff motion picture crews, as well as an airstrip and two aircraft for rapid transport of personnel and equipment to all parts of the world.

The Department of Medical and Public Affairs at Airlie has demonstrated its ability to produce filmed reports in the health field of sufficient quality to be telecast on prime time commercial television stations in all major markets of the United States.

The Department has developed excellent rapport with television broadcasters, The American Academy of General Practice, and local Medical Societies in cities throughout the country. In addition to its ability to produce materials for telecast on prime time television, the Department has produced scores of films for continuing the substance development of educators at more than fifty universities throughout the country.

The Department at Airlie has available the entire resources of a major university. The Department Chairman holds professorial appointments in the Schools of Medicine and Law.

The Department has a trained team of professionals in the fields of health, broadcasting, journalism, and film production. This team, and its facilities, has been developed specifically to support this interest.

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III. PROCEDURE

The initial purpose of this project was to demonstrate a method for the development of network quality color television documentaries, and to effectively disseminate such a program on open circuit television in prime broadcast time.

Apart from the material itself, this technique was selected as the most effective informational device for dissemination to large numbers of the populace. In terms of both effectiveness and cost-per-person reached, television is the ideal medium for the transmission of information. The following qualifies this decision.

A. For widespread dissemination of information to the general public, commercially-operated, open-circuit television is the most practical. Educational television, as presently constituted reaches a limited number of people. Educational television is, however, an effective means of reaching specific audience groups, and therefore was utilized as a supplemental technique.

B. In order to reach the largest possible audience, the programs must be telecast in prime time hours, when the majority of people are at home and likely to be watching television.

C. In order to achieve prime time telecast, the program must be produced with sufficient technical excellence and dramatic interest to be able to compete successfully with other programs -- usually network programs -- telecast by other stations at the same hour.

D. Network programs themselves have two deficiences in terms of the dissemination of information of an educational nature.

1. These programs are shown only once and, if missed, are generally not retrievable for the general public.

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2. Local identification, which is an important factor in the communication of educational information, is difficult -- if not impossible -- to achieve through network broadcast.

E. The use of film provides a vehicle through which a permanent informational resource may remain in a community indefinitely for continuing use through private audience showings. An example of this is the record of previous programs which have been shown to almost 1000 private audiences, in addition to wide television exposure.

F. The use of film also allows local identification through the local broadcasting station and through local sponsoring agencies.

G. The image of American medicine on a national scale has been in question for some years because of the adverse publicity received by one or more national medical groups. Yet, the image of the individual physician is a familiar one and a good one. Therefore, the creation of an opportunity to identify with the physicians in one's own community is an important feature in the effective dissemination of educational information in the medical field.

H. In addition to the identification made possible by local medical sponsorship, there is another advantage. The information that is being broadcast comes, in effect, from the local physician and can be taken on his authority.

I. The establishment of liaison between the local medical community and the local broadcaster in order to achieve local co-sponsorship of programs in the medical information field is an essential step in the development of an effective method of disseminating information.

J. Once liaison has been established and agreement has been reached on the desirability of programming excellent medical information films, local promotion can go ahead to provide a larger than usual audience for programs.

K. This kind of programming provides for the local medical community an opportunity to present informational material to the residents of the area. It provides for the local broadcaster an opportunity to present quality programming for his own credit, which he has neither the resources nor the ability to produce himself. Both groups are, therefore, able to benefit in addition to larger benefit that accrues to the general public.

L. A further advantage of this kind of system which we propose is inherent in the opportunity to schedule an "open-end" portion of the program, during which time several local specialists in the medical area of interest appear to relate the preceding film to activities in the local community.

M. The availability of a program of this kind on film and tape allows the local broadcasting station to reschedule it one or more times at other time periods after the initial showing. Thus other opportunities are provided for people to see the program if they have missed it the first time it was broadcast.

PHASE 2 - THE STUDY

Given the technique for initial departure, Phase 2 began with the search for expert consultants to guide the members of the staff in their pre-production search of previous materials and available information.

The consultants chosen for this job were: Dr. Frederick Sargent, II, Professor of Physiology at the University of Illinois; Dr. Brian Blades, Professor and Chairman of the Department of Surgery at the George Washington University Medical Center; and Dr. Seymour Calvert, Director of the Air Environment Study Center at Pennsylvania State University.

With the guidance of these men and the Public Health Service, relevant printed materials were gathered for review and previous film treatments by government agencies, independent producers, and television networks were screened. Possible locations and personnel were identified, which would best illustrate expressions of the problem, pressing areas of concern, and frontiers of progress.

Site visits were made by teams of medical and communication professionals to locations suggested by these reviews, and the process of documenting these findings was begun.

A film bank was established consisting of over 100,000 feet of film.

PHASE 3 - PRODUCTION OF THE FILMED REPORT

All of the filmed material was reviewed with the writers and consultants and the first treatment of BEWARE THE WIND was formulated. This program would present a world-wide view of air pollution and its sources.

In October of 1966 the first program was completed, and distribution to the television stations began immediately. While BEWARE THE WIND was being distributed, production began on the second program, EAGLE'S LAMENT. The subject of this film was an airline pilot's view of air pollution. The second program was completed in June of 1968.

Because of the importance of the subject matter, the quality of the production, and the past performance record of this Department, it was possible to enlist the time, talent, and service of two major show business personalities as narrators for these programs.

A. Mr. Robert Preston

B. Mr. Arthur Godfrey

PHASE 4 - THE COMPLETED TEXT

Following is a full script of each program.

"BEWARE THE WIND"

Draft No. 16: October 27th, 1966

"BEWARE THE WIND"

FADE IN:

IN THE BEGINNING — GOD CREATED THE HEAVENS AND THE EARTH.

Florida footage to cover:

Sun.
Sea.
Rocks.
Fish.
Birds.

HE GATHERED THE WATERS TOGETHER AND LET THE DRY LAND APPEAR.

HE CREATED THE FISH OF THE SEA AND THE BIRDS OF THE AIR.

AND HE BROUGHT MAN INTO THE WORLD. . . .

Bird flying into camera.

AND MAN LOOKED AROUND HIM AND DECIDED THERE WAS ROOM FOR IMPROVEMENT. . . .

Plane

Jet landing

Pilots walking from terminal to their car.

Pilot #1 on tape: WE"VE GOT THE MISCONCEPTION THAT SEEMS TO BE PREVALENT THAT SMOKE IS A LOCAL PROBLEM. A MAN

IN TOWN "X" -- HE SAYS WE CAN SOLVE OUR SMOKE PROBLEM. WE JUST PUT STACKS IN THE DOWNWIND SIDE OF TOWN.

WELL, WHICH TOWN IS HE TALKING ABOUT? HIS TOWN? THE TOWN NEXT TO HIM? THE TOWN DOWNWIND OF HIM?

THE OTHER DAY, WE WERE ON A TRIP FROM WASHINGTON TO HOUSTON NONSTOP -- AND WE TAKE OFF. WE'RE IN SMOKE -- AND WE CLIMB UP TO 31,000 ANDWE STAY IN SMOKE.

SO WE GET INTO HOUSTON AND I RUN INTO MONGEE AND HE'S COMING DOWN ON A FLIGHT OUT OF NEW YORK AND HE'S FOLLOWING THE SAME ROUTE WE CAME DOWN, AND I SAID, "MONGEE HOW ABOUT THE SMOKE? DID YOU EVER SEE IT SO HIGH? I WAS IN IT AT 31,000."

	HE SAID, "I GOT NEWS FOR YOU, NEIGHBOR. I WAS AT 35 AND I DIDN'T TOP IT EITHER! SO IT'S NOT LOCAL. THIS SMOKE MAY HAVE COME FROM TEXAS. IT COULD HAVE COME FROM CALIFORNIA, ANYWHERE."
Smoky factories or smogged in city.	NARRATOR RESUMES: BELOW HIM, FOR MILE AFTER MILE, A DENSE BLANKET OF SMOKE OBSCURES THE GROUND DANGEROUS TO HIM, MORE DANGEROUS TO THE MAN ON THE GROUND WHO IS BREATHING IT.
Industrial smokes as seen from ground POV.	WHAT THE MAN ON THE GROUND IS BREATHING TODAY -- AND, WHAT BLOCKS THE PILOT'S VISION -- ACTUALLY CONSISTS OF MANY THINGS.
Black smoke coming from factory chimney; ground POV.	BURNING IS THE MAIN SOURCE.
Burning fields.	WE BURN OFF THE LAND TO PLANT NEW CROPS, NEW TIMBER, NEW ORCHARDS. . .

Furnace door.	WE BURN TO KEEP WARM.
Busy highway.	AND WE BURN TO PROVIDE OUR POWER.
Parking lots.	WE BURN OUR WAY TO WORK EVERY DAY AND TO THE STORE AND CHURCH AND THE MOVIES. CARS ARE POWER PLANTS AND EIGHTY MILLION OF THEM ARE IN USE IN THE COUNTRY.
Cement plant.	IN HIS DRIVE TO DESTROY AND TO "RECREATE", MAN SCATTERS SOMETHING ELSE INTO THE ATMOSPHERE . . . DUST.
Sand and gravel trucks, etc. Crop duster.	CRUSHING. . . GRINDING. . . SIFTING. . . CUTTING. . . PULVERIZING. . .
	CREATING FOR COMFORT AND WELL BEING. AND CREATING DUST.
Petroleum industry sequence showing stacks.	THE NATURAL SOURCES OF POLLUTION ARE INFINITE. WE HAVE LEARNED TO BLEND THEM AND TRANSFORM THEM.

Carbon black factory.	SOLIDS ARE TRANSFORMED INTO LIQUIDS. LIQUIDS ARE TRANSFORMED INTO GASES. AND INTO THE AIR LEAKS POISON, EACH YEAR 130 MILLION TONS OF IT. OFTEN IT KILLS.
Downtown Chicago.	IF IT WERE EVENLY DISTRIBUTED ACROSS THE COUNTRY IT WOULD CAUSE LITTLE ILL EFFECT.
Smoky rooftops, etc.	MORE THAN HALF OF US LIVE IN CITIES. ON ONE PERCENT OF THE LAND.
Cheap buildings on Donora Street -- Mill-town appearance.	
Desert scene. The sun is centered.	AND, THE AIR IS NOT INEXAUSTABLE.
	OF THE 93 MILLION MILES OF SPACE BETWEEN THE EARTH AND THE SUN --
Point Lobos; waves smashing against rocks and receding.	-- ONLY THE FIRST SEVEN AND ONE HALF MILES CAN SUSTAIN LIFE.
Point Lobos; gull swoops down and alights on rock.	

Point Lobos; CU: Waves and rocks.	OUR ENVELOPE OF AIR IS THIN -- ALMOST LIKE THE SKIN OF AN APPLE.
Phoenix or Denver, showing clearly a pall of smog lying low with buildings emerging in cleaner air above.	AND THEN --NOT ALL OF THOSE SEVEN AND ONE HALF MILES DIRECTLY ABOVE US IS USABLE. MANY POLLUTANTS ARE HEAVY AND THEY HOVER CLOSE TO THE GROUND.
Fairbanks, Alaska -39 degree sign.	AS IN FAIRBANKS, ALASKA, AN ICE FOG HOLDS THE POLLUTANTS VERY CLOSE TO THE GROUND.
Alaska; airport -- tail of plane coming in.	AT THE AIRPORT THE COLD LOWER AIR IS UNABLE TO MOVE UPWARDS.
General ice fog scenes in Fairbanks airport.	
Los Angeles. From hill looking over city's smog.	SOME CITIES ARE LOCATED IN NATURAL TRAPS. IN LOS ANGELES 8 MILLION PEOPLE BREATHE THE POISON WHICH THEY THEMSELVES CREATE EVERY DAY.
Los Angeles Freeway.	SOUND: Traffic -- and general highway noises -- amplified, exaggerated. Let this play with sound only for a moment.

Continue -- using best Los Angeles freeway footage; the triple over-pass - in and out behind trucks.

MANY HARMFUL CHEMICAL BY-PRODUCTS HAVE BEEN IDENTIFIED IN THE EXHAUST OF THE FAMILY AUTOMOBILE. MANY OF THESE ARE TOXIC. EVEN A PERFECTLY TUNED ENGINE -- PURRING AWAY UNDER LABORATORY CONDITIONS -- WASTES AT LEAST TWO PER CENT OF THE FUEL POURED INTO IT.

MOST CARS ON THE ROAD WASTE MUCH MORE THAN THAT. A FEW THROW AS MUCH AS 50 PERCENT OF THE WASTED FUEL INTO THE AIR.

THE BULK OF YOUR CAR'S EXHAUST IS MADE UP OF INVISIBLE CARBON MONOXIDE. MOST PEOPLE THINK OF IT AS DANGEROUS ONLY IN AN ENCLOSED GARAGE.

CU: Downtown D. C. traffic jammed up. Going South on 17th St., N. W., anytime of day is ideal. POV of driver.	BUT SCIENTISTS HAVE ESTABLISHED A MAXIMUM LEVEL ON THE AMOUNT OF CARBON MONOXIDE THAT YOU CAN SAFELY BREATHE. . .
Same type of traffic; Car ahead stops for red light.	THE CAR THAT STOPS AND IDLES BUMPER TO BUMPER IN FRONT OF YOU PUMPS FOUR TIMES THAT MAXIMUM LEVEL DIRECTLY INTO YOUR CAR.
INSERT CU: Traffic light turning RED.	
MONTAGE of scenes to be edited roughly in this order:	
CU: Up angle of traffic light flashing GREEN. (very quick cut)	
Traffic on the Chicago LOOP.	
CU: Traffic light flashing AMBER. (very quick cut)	
Los Angeles. Emerging from underpass.	
CU: Pedestrian sign flashing from WALK to DON'T WALK. (very quick cut)	

Traffic at downtown intersection pulling out. Let this one play for sufficient time to cover narration.	OUR TRANSPORTATION INDUSTRY IS THE GREATEST CONTAMINATOR OF AIR IN THE COUNTRY -- ANNUALLY CORRUPTING OUR LUNGS WITH 85 MILLION TONS OF UNBURNED PETROLEUM.
Traffic on highway alongside heavy industry.	HERE'S A PARTICULARLY DANGEROUS SITUATION: NOT THE FACTORY BY ITSELF -- NOR THE TRAFFIC BY ITSELF -- BUT THE TWO JOINING FORCES.
Tail of car as seen by following driver.	THE CANCER INDUCING AGENT BEING EXHAUSTED BY THE AUTOMOBILE, CANNOT, BY ITSELF, SETTLE IN YOUR RESPIRATORY SYSTEM: IT IS TOO LIGHT -- AND IS IMMEDIATELY EXHALED.
CU of heavy clouds of carbon black -- or any other sooty smoke.	BUT IT COMBINES READILY WITH DUST, SOOT, AND OTHER MATTER -- AND IN THIS FORM WILL REMAIN IN YOUR BODY.
CU: Yellowish sulpher fumes pouring from industrial stacks.	
	AMERICA HAS NO MONOPOLY ON POLLUTION . . . .

Street signs. Poster type shots of barges on river, pigeons around fountain, boat on lake, etc.	ALL OF US HAVE SEEN THE TRAVEL POSTERS OF SUNLIT EUROPE. . . .
	AT SOME TIME OR OTHER MOST OF US HAVE LONGED TO ESCAPE TO THOSE OLD AND GENTLE PLACES . . .
Paris shots, holding on prettiness, Champs Elysee, Place de la Concorde, etc.	TO PARIS, PERHAPS. . .
Brussels shots, emphasising charm.	OR BURSSELS. . . OR ROME
	OR MADRID. . . OR HEIDELBERG
Ulm shots.	OR ATHENS. . . OR ULM
	OR STOCKHOLM
Cologne shots.	OR AMSTERDAM. . . OR COLOGNE
Lake with mountains in BG and boats on lake.	THIS IS WHERE BEAUTY IS . . .
MLS of cathedrals.	THE MAJESTY OF CATHEDRALS. . .
Shot of houses beside canal but don't close on canal yet.	THE CHARM OF OLD HOUSES . . .

Smoke stacks.	BUT IF WE LOOK BEHIND THE TRAVEL POSTERS WE FIND THIS . . . .
Close on dirty fountain water.	IF WE LOOK CLOSER AT THE WATER IN THOSE FOUNTAINS THIS . . . .
Corroded and stained figure - close.	AND AT THOSE TIMELESS FACES . . .
In onto the canal.	AND THE CALM WATER FLOWING BESIDE THE OLD BUILDINGS. . .
Train shot with heavy industry in BG. Other shots of this type.	THE CAUSES ARE THE SAME IN EUROPE AS IN THE UNITED STATES. . . THE DEMANDS OF INDUSTRY, THE DRIVE TO INCREASE THE COUNTRY'S WEALTH.
Traffic with lights on.	ALREADY IN THOSE ROMANTIC EUROPEAN CITIES LIGHTS COME ON EARLY IN THE DAY. . . BECAUSE OF A MAN MADE DARKNESS. . .

Close shots of corrosion on stonework.

THE CATHEDRALS, WHICH TOOK GENERATIONS TO BUILD AND WHICH HAVE BEEN THE PRIDE OF EUROPEAN CITIES FOR CENTURIES ARE BEING CORRODED AWAY. . . . VICTIMS OF INDUSTRIAL AND AUTOMOTIVE WASTE.

Cathedral pull back shot. Bridge to:

MORE DAMAGE HAS BEEN DONE SINCE THE TURN OF THE CENTURY THAN THE CUMULATIVE EFFECT OF ALL THE HUNDREDS OF YEARS THAT HAVE GONE BEFORE. . . .

Sun and traffic shots.

STILL DEADLIER COMPOUNDS ARE PRODUCED WITH THE HELP OF THE SUN . . . PHOTOCHEMICALS. IT IS VITAL TO DISCOVER THE CONTAMINATING EFFECT OF THESE ON PLANTS AND ANIMALS.

Shot introducing Dr. Brandt.

DR. BRANDT, OF THE ROBERT A. TAFT CENTER IN CINCINNATI, IS A HIGHLY QUALIFIED RESEARCHER IN THE FIELD OF AIR POLLUTION.

CU: Brandt's hands pointing to injury on tobacco, beans, spinach — on cue to narration.

DR. BRANDT ON TAPE:

THIS IS THE PHOTO-CHEMICAL SMOG PROBLEM THAT YOU ASSOCIATE WITH LOS ANGELES. ACTUALLY, THAT NOW OCCURS ALL OVER THE COUNTRY. THIS INJURY THAT YOU SEE ON TOBACCO IS DUE TO OZONE — ONE OF THE PHOTO-CHEMICAL SMOG COMPONENTS.

AND, THE INJURY THAT YOU SEE ON BEAN IS ALSO OZONE.

NOW, THERE ARE OTHER COMPONENTS IN THE PHOTO-CHEMICAL SMOG COMPLEX THAT WE HAVE NOT IDENTIFIED -- AND THAT'S THE TYPE OF INJURY YOU SEE HERE ON SPINICH.

NARRATOR RESUMES:

IN THE GREENHOUSE THE POISONING OF PLANTS IS CONTROLLED AND STUDIED IN AN ATTEMPT TO ISOLATE THE SOURCES OF MAN-MADE BLIGHTS.

Florida: DOBB'S GROVE. CU's of stunted orange trees.	. . . SUCH AS THIS ONE THAT EFFECTED THE ORNAGE GROVE OF MR. AND MRS. DOBBS OF POLK COUNTY, FLORIDA.
Close shots of Mrs. Dobbs showing blighted blossoms, stunted fruit.	MRS. DOBBS ON TAPE: WE SAW EVIDENCE WHERE THE BLOOM AND THE TINY LITTLE FRUIT WAS ON THE TREE AND IT HAS ALREADY DROPPED OFF IN A MONTHS TIME -- OR LESS THAN THAT. WE WILL HAVE NO FRUIT AT ALL. THIS HAPPENED LAST YEAR -- THE YEAR BEFORE.
Grapefruit tree in healthy grove. PAN UP ladder slowly with fruit picker as he heads up to top branches.	NARRATOR RESUMES: THIS GROVE WAS PLANTED NOT LONG BEFORE THE DOBBS PLANTED THEIRS. . . THE ONLY DIFFERENCE IS THAT IT'S FIFTY MILES FURTHER AWAY FROM THE SOURCE OF THE DOBBS TROUBLE.

Mastodon and signs proclaiming "Phosphate Valley"	AND, THIS IS THE SOURCE — OLD DINOSAUR BONES -- ONE OF THE RICHEST DEPOSITS IN THE COUNTRY.
Montage of scenes showing phosphate plants at work.	RECOVERING PHOSPHATE FROM THE SKELETAL REMAINS OF PREHISTORIC ANIMALS IS BIG BUSINESS -- AND IT'S ONE OF THE MOST SERIOUS SOURCES OF AIR POLLUTANTS.
	THE CHEMICAL PROCESSES RELEASE TONS OF FLUORIDE GAS.
Open country in the phosphate region.	THE FLUORIDE -- CARRIED BY THE WIND ACROSS THIS OPEN COUNTRY -- SETTLES UPON THE PLANTS -- AND, IN THE WATER.
Damaged citrus groves.	TO DATE, THIS ONE CLUSTER OF PHOSPHATE FACTORIES HAS FORCED THE CITRUS GROWERS IN POLK COUNTY TO ABANDON 25,000 ACRES OF TOP QUALITY GROVE LAND.

General shots of cattle.

MORE PATHETIC IS THE EFFECT ON CATTLE. THEY CONSUME THE POISONED GRASS AND WATER, AND THE FLOURIDES SLOWLY DESTROY THEM.

DONALD McLEAN ON TAPE:

WE HAVE CUT THOSE JOINTS OPEN AND IN A NORMAL COW THERE'S A JUICE IN THERE -- A GREASE THAT OILS IT AND YOU GOT SMOOTH PLACES THAT RUN TOGETHER. BUT ALL THAT SMOOTH OILED PART OF A JOINT BECOMES ROUGH -- GRATED, AND THERE'S NO OIL IN IT. AND IT MAKES 'EM SORE AND SO STIFF THEY CAN'T GO.

NARRATOR:

ANOTHER LOCAL LANDOWNER COMMENTED:

Aerials of phosphate plants -- long shot of strip mining operation.

ED LIGHTFOOT ON TAPE:

THE PHOSPHATE INDUSTRY HERE IN POLK COUNTY, FLORIDA, AND SURROUNDING COUNTIES IS CONTINUALLY REACHING FOR

MORE LAND AND PROCESSING MORE MATERIAL AND INCREASING THE SIZE OF ITS BUSINESS -- NOT ONLY HERE BUT IN NORTHERN FLORIDA -- AND IN NORTH CAROLINA.

Donora sequence. Montage of establishing scenes featuring the mills along the river.

NARRATOR RESUMES:

AIR POLLUTANTS RESPECT NEITHER PLANT -- ANIMAL --NOR HUMAN BEING. HERE, ALONG THE MONONGAHELA RIVER -- 28 MILES SOUTH OF PITTSBURGH -- IS THE BOROUGH OF DONORA.

TYPICAL OF MANY INDUSTRIAL TOWNS, DONORA HAD ALL THE INGREDIENTS FOR DISASTER.

Hills beyond town, framed by buildings or factories of the town.

IT IS BUILT LOW -- ALONG THE RIVER AND HEMMED IN BY STEEP HILLS THAT ACT AS EFFECTIVE WIND BREAKERS.

Downtown Donora Streets, emphasizing hilliness.

ITS STREETS ARE HILLY WITH PLENTY OF LOW POCKETS TO TRAP THE AIR.

Close ups os stacks pouring out varied smokes.	THE ENTIRE AREA IS ONE LARGE POLLUTANT SOURCE -- STEEL MILLS -- SULFURIC ACID PLANT -- HEAVY RIVER TRAFFIC -- AND, THE FREIGHT YEARS. THIS IS THE WAY IT WAS IN OCTOBER, 1948, WHEN AN AREA WIDE TEMPERATURE INVERSION CLOSED IN.
Smokiest scenes in Donora ftg.	HOT MOIST AIRS HUNG OVER THE CITY -- ENTRAPPING THE COOLER STAGNANT AIR IN THE POCKETS BELOW. NO AIR COULD BLOW OUT -- NO AIR COULD RISE. DONORA WAS AIRTIGHT.
Donora cemetary.	IT TOOK ONLY TWO DAYS FOR 6,000 PEOPLE TO BECOME SERIOUSLY ILL -- AND FOR TWENTY OF THEM TO DIE.
General shots of people in Donora -- particularly woman holding up dried root.	SINCE THE DISASTER, LITTLE IN DONORA HAS CHANGED. EXHAUSTIVE MEDICAL INVESTIGATION UNCOVERED A SIGNIFICANT FACT:

NO SINGLE GAS WAS PRESENT IN SUFFICIENT QUANTITY TO HAVE CAUSED THESE DEATHS -- BUT, THE GAS, ACTING IN COMBINATION WITH METALLIC DUST CLOUDS FROM OTHER MILLS, FORMED HIGHLY IRRITATING -- AND SOMETIMES LETHAL SECONDARY COMPOUNDS.

General montage of industrial aerials -- particularly the tri-colored smokes: red, white and blue.

SUPERIMPOSE close-shot of sun, burning white, filling screen--then FADE OFF to other industrial shots.

WITH THOUSANDS OF NEW CHEMICAL COMPOUNDS BEING IDENTIFIED -- THERE IS NO POSSIBLE WAY TO FORESEE THE REACTIONS AND THE INTERACTIONS -- AS THE EXHAUST GASES AND DUSTS OF DIFFERENT FACTORIES BLEND TOGETHER IN THE SKIES ABOVE OUR CITIES.

Aerials of Phoenix heavy with smog.

THIS IS PHOENIX -- TRADITIONALLY, THE LAST RESORT FOR LUNG SUFFERERS. BUT PHOENIX -- ACCORDING TO THE PUBLIC HEALTH SERVICE NATIONAL AIR SAMPLING NETWORK IS THE SECOND WORST CITY IN THE COUNTRY -- IN CONCENTRATIONS OF SMOKE, FUMES AND DUST.

Downtown Denver.	EVEN DENVER -- A MILE HIGH -- HAS A PROBLEM THAT IS POTENTIALLY CRITICAL.
PAN across soupy Washington and hold on Capital Building.	WASHINGTON, THE LEAST INDUSTRIALIZED CITY IN THE WORLD -- IS BECOMING ONE OF THE MOST POLLUTED.
	WHY?
Heavy D.C. traffic, bumper to bumper, shot during rush hour.	WASHINGTON HAS A GREATER CONCENTRATION OF CARS THAN ANY OTHER CITY -- 4,000 PER SQUARE MILE!
General shots of San Francisco.	SAN FRANCISCO LOOKS CLEAN, BUT RECENTLY IT HAS DEVELOPED A POLLUTION PROBLEM OF ITS OWN -- ALMOST AS BAD AS LOS ANGELES.
	MANY OF THE GASES HANGING IN THE CITY ARE INVISIBLE.

ITS CITIZENS ARE IN JUST AS MUCH DANGER AS THOSE IN PHOENIX, WASHINGTON AND OTHER CITIES CONSIDERED CLEAN.

Short sequence taking us into the Air Pollution Control Board in Chicago.

CHICAGO IS ONE CITY ALREADY FIGHTING AIR POLLUTION.

Sign on door identifing Air Pollution Control Office.

INTERCUT between radio dispatcher in RADIO MAIN and Air Pollution patrol car heading out to investigate report.

COMBATTING AIR POLLUTION IS NO DIFFERENT THAN FIGHTING ANY PUBLIC MENACE. IT TAKES ORGANIZATION, MONEY, STRONG PROTEST BY THE LOCAL CITIZENS, AND A PROGRAM OF TOUGH ENFORCEMENT.

WILD SOUNDS from Chicago's Air Pollution Control radio traffic. Mix with other SOUNDS such as car noises -- miscellaneous conversation -- sounds of the city, etc.

ftg. count 355:

MAIN CALLING AIR POLLUTION UNIT 815 -- 815 -- COME IN.

AUTO: 815, OVER.

MAIN: WHAT IS YOUR LOCATION PLEASE?

AUTO: ____________ AND DEARBORN, OVER.

MAIN: TEN-FOUR, 815 -- AIR POLLUTION UNIT 811, COME IN 811.

Continue WILD RADIO TRAFFIC under

NARRATOR:

Patrol car enroute to burning boxcars.

NARRATOR RESUMES:

AN AIR POLLUTION VIOLATION IN CHICAGO IS AN OFFENCE AGAINST THE PUBLIC. IT GETS THE RAPID, MECHANIZED ATTACK THAT A FIRE -- OR A CRIME WOULD RECEIVE.

Burning boxcars. Several scenes.

EVEN WITH AN EFFICIENT AND DEDICATED CONTROL BOARD ANSWERS ARE NOT ALWAYS EASY.

INTERCUT burning car with the committee hasseling over.

KASON ON TAPE:

WE UNDERSTAND THAT SOMETHING LIKE 70,000 OF THESE CARS -- THIS AND SIMILAR TYPES -- ARE BURNED IN THE COUNTRY EACH AND EVERY YEAR.

THIS IS A COMPLEX PROBLEM -- ONE WHICH FACES NOT ONLY CAR DISMANTLERS HERE, BUT THROUGHOUT THE WHOLE COUNTRY. AT THE MOMENT, AN ECONOMIC

CU: Steel trucks & chassis after burning.	MEANS OF SALVAGING THE STEEL HASN'T BEEN FOUND.
CU: Hands of committee gesturing during the arguement. Reflection of burning car in water.	THE GROUP REPRESENTING VARIOUS CAR DISMANTLERS -- VARIOUS GOVERNMENTAL AGENCIES -- AND RESEARCH ORGANIZATIONS ARE CURRENTLY VIEWING THE OPERATION IN CHICAGO WITH THE VIEW OF RESOLVING OR ATTEMPTING TO COME ABOUT A SOLUTION TO THE PROBLEM.
Stockyard sequence showing manure piles -- hot steam -- pigeons.	NARRATOR RESUMES: AT THE SAME TIME UNUSUAL SOURCES ARE IDENTIFIES. . . HERE IN THE HEART OF CHICAGO ARE ITS ABANDONED STOCKYARDS. MEEGAN ON TAPE: . . . . AT ONE TIME WE HAD 40, 000 PEOPLE WORKING IN THIS AREA. TODAY, IT's A WASTELAND. AND IT'S IMPOSSIBLE TO GET NEW INDUSTRY TO COME INTO OUR COMMUNITY BECAUSE OF THE THOUSANDS OF PIGEONS AND BECAUSE OF THE ODORS EMANATING FROM THE RENDERING PLANTS IN THE STOCKYARDS AREA.

82<

Bullock allighting from plane.	NARRATOR RESUMES: WILLIAM BULLOCK, WHO FLIES FOR THE NATIONAL CENTER FOR ATMOSPHERIC RESEARCH IN BOULDER COLORADO, IS ONE OF MANY PROFESSIONAL AIR SAMPLERS AT WORK TODAY.
PAN down sensors underneath wing.	THEY FLY SOPHISTICATED DEVICES INTO THE AIR TO SAMLE, CLASSIFY, MEASURE, AND FINALLY RECORD.
Technicians unloading instruments.	BULLOCK ON TAPE: WHILE FLYING IN THE STATE OF INDIANA AND ILLINOIS, I HAVE SEEN THE SMOKE PLUME OF THE STEEL MILLS IN THE CHICAGO-GARY COMPLEX AS FAR OUT AS 140 MILES.
Fontana steel mill, precipitators cut in.	NARRATOR RESUMES: THERE IS ONLY ONE EFFECTIVE WAY TO CLEAN UP THE AIR -- CUT OFF THE SMOKE PLUME! IT WAS DONE HERE IN FONTANA, CALIFORNIA, BY INSTALLING ELECTROSTATIC PRECIPITATORS.

Sequence of several scenes showing Fontana getting smoked up after precipitators are turned off.	WITH THE PRECIPITATORS TURNED OFF, IT TAKES ONLY A FEW MINUTES FOR THE PLANT TO LOOK EXACTLY LIKE ANY OTHER STEEL MILL.
	THE PRECIPITATORS REMOVE AS MUCH AS 98 PER CENT OF THIS POLLUTANT MATERIAL.
	INSTALLATION OF THESE PRECIPITATORS, IS A MAJOR EXPENSE FOR A LARGE FACTORY.
	BUT FUMES ARE AN EVEN GREATER EXPENSE.
Aerials of good smokey industry.	THROUGH IGNORANCE AND GREED MOST CORPORATIONS REFUSE TO ADMIT THERE IS A SOLUTION TO THEIR WASTE PROBLEM.
Los Angeles traffic on freeway.	
Clean cement bagging plant in Florida, (Carolina)	THERE IS NO POLLUTION PROBLEM THAT PRESENT DAY TECHNOLOGY CANNOT SOLVE.

Chicago incinerator.	HERE, IN A CHICAGO INCINERATOR, PART OF A CITY'S REFUSE IS BEING BURNED -- WITHOUT POLLUTING THE AIR.
Montage of scenes showing air pollution control. Red light on top of patrol car. Dispatcher at RADIO MAIN. Bullock, as he speaks; Dr. Brandt in lab.	WHEREVER YOU FIND CLEAN STACKS -- OR CLEAN AIR -- YOU ALSO FIND A LOCAL CITIZENRY ANGERED AND UNITED IN ACTION.
	LOCAL AIR POLLUTION CONTROL REQUIRES MORE THAN JUST ONE OR TWO OFFICE WORKERS, IT REQUIRES COMMUNICATIONS -- PATROL CARS -- LABORATORIES -- AND DEDICATION.
Pollution shot of any factory.	THE CITY WHICH WANTS TO GET RID OF THIS. . .
Traffic smog.	AND THIS. . .
	AND THIS -- WILL HAVE TO BUY THE RADIOS, LABS AND CARS -- AND THE DEDICATION.

Patrol cars on way to pollution investigation Donora graveyard.	TO SURVIVE, A CITY MUST LEARN TO MEET ITS PROBLEMS.
Senate hearing on air pollution.	IT IS EXPENSIVE -- IT DEMANDS STRONG LAWS AND INDIVIDUAL EFFORT.
Shots of new buildings, Dallas airport, etc.	INGENUITY AND ENDEAVOUR HAVE CREATED FOR US THE HIGHEST MATERIAL STANDARD OF LIVING EVER KNOWN.
Primitive beauty. Florida shots.	WE CAN'T GO BACK TO THE BEGINNING. BUT WITH ONLY A SMALL PART OF THE INGENUITY WE HAVE BROUGHT TO BUILDING OUR ENORMOUS WEALTH, WE CAN ENSURE
Burning box cars. Billowing smoke.	THAT THE AIR WHICH GIVES US LIFE NO LONGER BRINGS US DEATH.

TITLES AND FADE OUT.

AIRLIE PRODUCTIONS

EAGLE'S LAMENT

SCRIPT

EAGLE'S LAMENT

Coast-line setting at dusk -- water splashing against rocks	(America The Beautiful)
Wheat Fields	
Mountains	
Air Pollution shots	
Litter on streets	
Burning fire	
Smoke	
Fire	
Aerial shots of pollution	
Smoke Stacks	
Air plane landing	Sound of airplane
Arthur Godfrey walking away from airplane	Music
Freeze frame Titles	Music
Godfrey walking	Music
Godfrey walking into building	Music
Interior of room- Godfrey enters and sits in chair	

EAGLE'S LAMENT

Int. of Room - Godfrey enters and sits in Chair

I'VE BEEN FLYING AIRPLANES FOR 39 YEARS, 14,000 HOURS ACROSS THIS COUNTRY FROM ONE COAST TO THE OTHER FROM BORDER TO BORDER, PLUS ALASKA AND HAWAII.

GOSH, IT USED TO BE SO BEAUTIFUL, WE WHO FLY USED TO LOOK DOWN AND SEE RIVERS AND LAKES AND PONDS SPARKLING IN THE SUN. AND WE'D FLY OVER HUNDREDS OF MILES OF DEEP WOODS AS SLOWLY AS WE DARED, HOPING TO CATCH A GLIMPSE OF THE FLEETING FAUNA BELOW.

THERE'D BE LONG THIN STRINGS OF ROADS, DUSTY ROADS AND EVERY FEW MILES OR SO MAYBE A CAR OR TWO WOULD GO BUMPING ALONG.

THINGS HAVE CHANGED ALOT SINCE THEN.

TODAY WHEN I LOOK DOWN, WELL, IT'S OFTEN LIKE LOOKING DOWN THE CHIMNEY OF A SMOKEY FIREPLACE.

Scenes of polluted air.
(aerial shots)

NOT JUST OVER THE CITIES. IN THE PAST, WE USED TO KNOW WE WERE GETTING CLOSE TO A CITY WHEN THE SMOKE AND SMOG CUT THE VISIBILITY DOWN. NOW, EXCEPT FOR A FEW HOURS AFTER THE PASSAGE OF SOME NICE CLEAN POLAR FRONT, THE ENTIRE ATMOSPHERE IS SMOGGED UP -- FROM BORDER TO BORDER AND COAST TO COAST, AS THEY SAY.

Godfrey in int.
of room.

AND WHAT TERRAIN WE CAN SEE IS SO BLEMISHED WITH THE ACNE OF SO_CALLED CIVILIZED PROGRESS, THAT WE HAVE LONG SINCE FORSAKEN THE LOWER ALTITUDES. NOWADAYS, WE FLY AS HIGH AS THE EFFICIENCY AND DESIGN OF OUR AIRCRAFT WILL ALLOW, CONSISTENT WITH OUR COMPETENCE AS PILOTS.

THIS AIR POLLUTION CAN KILL, YOU KNOW. OH YES, IT SEEPS SILENTLY, SLOWLY, RELENTLESSLY INTO OUR DAILY LIVES, CHOKING US ALL. INCREDIBLY, MOST AMERICANS SEEM DOWNRIGHT RELUCTANT TO DO ANYTHING ABOUT IT!!. AND YET,

	DONT YOU KNOW, OUR WAY OF LIFE MAY SOON BE GONE WITH THE WIND, IF, LIKE SCARLETT O'HARA WE'D PUT THIS WORRY OFF UNTIL TOMORROW INSTEAD OF TAKING CARE OF IT NOW.
	IT'S BEEN KNOWN FOR NEARLY TWENTY YEARS THAT UNBURNED HYDROCARBONS FROM EXHAUST ARE A MAJOR COMPONENT OF SMOG.
	THIS YEAR ALL NEW CAR MODELS SOLD
CU of hand on machine	IN THE U. S. WILL BE FITTED WITH
Long line of cars	CONTROL DEVICES. . . BUT THIS STEP FORWARD IS OFFSET BY THE INCREASING NUMBER OF VEHICLES.
	WE ARE MAKING GREAT ADVANCES IN SO MANY AREAS OF SCIENCE, BUT NO ONE
CU of Census Counter	SEEMS TO HAVE COUNTED ON THE POPULATION EXPANDING AS IT HAS.
Seq. of people walking on street	YOU SEE, FROM THE TIME OF ADAM AND EVE,/ UNTIL 1830, THERE WERE ONLY ONE BILLION PEOPLE ON EARTH: FROM 1830 to 1930, TWO BILLION; FROM 1930 to 1960, THREE
Census counter	BILLION. BY THE 21ST CENTURY -- EIGHT
People seated in park.	BILLION PEOPLE IN THE WORLD.

Seq. of cars onhighways, exhaust pipes, etc.	NOW, FOR EVERY TWO PEOPLE THERE IS ONE CAR. A TOTAL OF MORE THAN ONE HUNDRED MILLION EXHAUST PIPES ARE POURING INTO OUR ATMOSPHERE, TONS OF CARBON MONOXIDE, TONS OF HYDROCARBONS, AND TONS OF OXIDES OF NITROGEN.
	EVERY YEAR, WE PRODUCE MORE CARS THAN PEOPLE. UNFORTUNATELY, ALOT OF THE GOOD THINGS OF LIFE ARE THEMSELVES A SOURCE OF AIR POLLUTION.
Traffic Shots	THE CARS WE DRIVE ARE A WONDERFUL CONVENIENCE UNTIL WE REALIZE HOW MUCH THEIR POURING OUT OF MONOXIDES AFFECTS OUR HEALTH.
Airplane taking off	OF COURSE, AIRPLANE ENGINES DO THE SAME THING BUT NOT IN SUCH GREAT NUMBERS.

Traffic shots	THIS YEAR MORE THAN TEN MILLLION VEHICLES WILL COME OFF THE ASSEMBLY LINES, AND FIVE YEARS FROM NOW THE NUMBER IN THIS COUNTRY IS PREDICTED TO HAVE INCREASED BY NEARLY FIFTY PERCENT.
	TO ACCOMODATE THEM, CITIES ARE BEING STRANGLED BY RIBBONS OF CONCRETE,-THE WOODS AND FIELDS OF THE COUNTRYSIDE ARE BEING WIPED OUT WITH ASPHALT. EVERY MILE OF HIGHWAY CONSUMES 50 ACRES OF GOOD SOIL.
Int. of car	IN RECENT YEARS THE PUBLIC HAS BECOME CONCERNED ABOUT SAFETY, THE HIGHWAY AND THE AUTOMOBILE. MANUFACTURERS HAVE BEEN PERSUADED TO INTRODUCE SAFETY DEVICES IN THEIR PRODUCTS.
Aerial scenes of air pollution Rocket on launch pad.	GOOD, BUT WE SHOULD BE EQUALLY CONCERNED ABOUT THE INCREASING POLLUTION OF THE AIR WE BREATHE.
Airplane	IT WILL BE SOME TIME BEFORE WE CAN EXPECT PASSENGER FLIGHTS TO THE MOON,

Int. of cockpit	BUT IF AIR POLLUTION IN OUR OWN ATMOSPHERE INCREASES, THAT TIME MAY NOT COME TOO SOON. . . EARTH PEOPLE WILL BE GLAD TO GO TO THE MOON FOR WHAT EVER THEIR ATMOSPHERE IS. . . IF THE RACE IS TO SURVIVE.
Int. radar room	(SOUND OVER)
Int. cockpit: Slim, Lee, Otto:	SLIM (OVER) LEE, YOU GOT YOUR RAMP ESTIMATE FOR MIAMI FIGURED OUT?
Int. tower, Miami Int. Airport	(SOUND OVER)
Int. cockpit Slim, Lee, Otto Crew fastens seatbelts.	SLIM: O. K. MEN, WE'RE JUST ABOUT READY TO START OUR DESCENT. CHECK YOUR CABIN, LEE. LEE I GOT THE CABIN ON THE WAY UP NOW.
Int. of plane	SLIM INTO MIKE: WELL, FOLKS WE'VE TILTED THE MACHINE OVER AND STARTED BACK DOWN TOWARDS EARTH. NOW WE'RE GONNA BE LETTING DOWN INTO THE TOP OF A THIN OVERCAST IN JUST A FEW SECONDS AND IT'S GONNA BE A LITTLE FUZZY FROM HERE ON IN.

Jet in sky.	MR. GODFREY (OVER)
	WHAT THE PILOT HAS CALLED A "THIN OVERCAST" CAN BE A LOT OF THINGS
Smoke Stacks	BESIDES CLOUDS: IT CAN BE SOME FORM OF AIR POLLUTION AND IT CAN VERY OFTEN BE A THICK OVERCAST....
Int. of control tower Jet descending for landing	(Controller's voice)
Int. of cockpit Plane landing at Miami Airport	COMING FROM NEW YORK THE CREW IS RELIEVED TO TOUCH DOWN AT MIAMI .. IT IS STILL RELATIVELY FREE FROM THE
passengers descending ramp crew exiting aircraft	BLIGHT THAT HOVERS OVER MANY MORE INDUSTRIALIZED CITIES ... BUT EVEN IN MIAMI AIR POLLUTION IS INCREASING YEAR BY YEAR.

Pilots lounge
Slim, Lee, Otto.
Stewardesses in background

GODFREY

WE WHO FLY ACROSS THE COUNTRY ARE INCREASINGLY CONCERNED ABOUT IT... PERHAPS BECAUSE WE ARE MORE FAMILIAR WITH THE NATIONWIDE SPREAD.

SLIM

WELL, ONE MORE DAY OF IT ... CLIMB THROUGH THAT AIR POLLUTION ... I TELL YOU... YOU KNOW, WE LIVE HERE IN THE LAND OF SUNSHINE IN MIAMI AND WE'VE GOT THE IDEA THAT WE'VE GOT IT MADE. BUT YOU JUST TAKE A LOOK AT NEW YORK TEN OR FIFTEEN YEARS AGO. AND THEN TAKE THAT TEN AND FIFTEEN YEARS AGO IN NEW YORK AND PROJECT TEN OR FIFTEEN YEARS IN MIAMI. WE'LL HAVE A PRETTY GOOD IDEA WHAT WE CAN EXPECT HERE. SOMEBODY'S GOT TO DO SOMETHING ABOUT IT. YOU KNOW WHEN JOHN SMITH WALKED THE SHORES OF JAMESTOWN ISLAND, HE WAS SURROUNDED BY PLANT LIFE. A FEW INDIANS OF COURSE, BUT THERE WEREN'T ANY AUTOMOBILES RUNNING UP AND DOWN THE BEACH. BUT NOW WE'VE GOT INDUSTRIAL PLANTS REPLACING THOSE PLANTS...I MEAN PLANT LIFE...OUR PURIFIER. WE'VE GOT AUTOMOBILES BY THE MILLIONS. WE'RE GOING TO HAVE TO DO SOMETHING TO CONSERVE OUR PLANT LIFE.

OTTO

I'LL HAVE TO GO ALONG WITH THAT SLIM. MY NEIGHBOR HAS A SMALL VEGETABLE GARDEN, AND HE WAS JUST SAYING THE OTHER DAY ... SINCE THEY PUT THE NEW INCINERATOR IN ACROSS THE PARK THAT HIS PLANTS AND VEGETABLES AREN'T DOING NEAR AS WELL THIS YEAR.

SLIM

THAT'S RIGHT. ITS DRYING UP HIS VEGETABLES...ITS DAMAGING HIS CROPS... WHAT'S IT GOING TO DO TO YOUR LUNGS... YOU'RE BREATHING THE SAME GARBAGE.

	MR. GODFREY (OVER)
GoodYear Blimp seen behind Palm tree	SLIM COCKES, THE PILOT, LIVES IN MIAMI AND HE SEES HIS HOME LIKE THIS . . . IT IS COMPARATIVELY FREE OF AIR POLLUTION.
Aerial	NOT AS FREE AS IT WAS WHEN HE STARTED FLYING 31 YEARS AGO. . . BUT HAVING SEEN WHAT'S HAPPENED OVER THE REST OF THE COUNTRY, HE CAN IMAGINE IT FIVE YEARS FROM NOW . . .
Same aerial scene with smoke drifting across it.	OR TEN YEARS? . . .
Slim and his son framed through rose bushes in foreground	WHY SHOULD CAPTAIN COCKES BE SO CONCERNED ABOUT THE CONDITION OF THE AIR OVER MIAMI TEN OR EVEN FIFTEEN YEARS FROM NOW?
Slim and son in yard	ONE REASON IS THAT HE'S A FAMILY MAN. HIS SONS ARE FOLLOWING IN THEIR FATHER'S FOOTSTEPS
Slim with Doug	ONE IS ALREADY AN AIRLINE PILOT THE OTHER IS A PRIVATE PILOT.

Slim cranking props on small airplane	SOUND OF PLANE ENGINE
CU - Slim's face	**SLIM:** THINGS GO ON LIKE THIS . . . THOSE BOYS OF MINE MAY AS WELL HAVE JOINED THE SUBMARINE SERVICE.
	MR. GODFREY
New York in heavy smog	NOT TOO LONG AGO NEW YORKERS WERE SEVERLY SHOCKED INTO AWARENESS OF THE AIR POLLUTION PROBLEM WHEN IT CHOKED THE CITY . . . AS FATE WOULD HAVE IT, AN INVERSION OCCURRED ON A THANKSGIVING WEEKEND,
Traffic shots	OFFICES WERE CLOSED, TRAFFIC WAS LIGHT AND THE CITY WAS DESERTED.
N. Y. in heavy smog	BUT EVERY NEW YORKER WHO REMAINED IN THE CITY HAD A FRIGHTENING PREVIEW OF THE DISASTER WHICH IS TO COME.
Ext. travel agency	A FORTUNATE FEW HURRIED TO TRAVEL AGENCIES SEEKING SUNSHINE AND CLEANER AIR.. . .

Street shots	THOSE LEFT BEHIND PRAYED THAT THE SMOKE WHICH BROUGHT SICKNESS TO THE BODY AND MIND WOULD GO AWAY QUICKLY.
New Yorkers in sunshine	AND EVENTUALLY, A HEAVEN-SENT POLAR FRONT MOVED IN AND PUSHED THE GOOK OUT INTO THE ATLANTIC WHEREUPON NEW YORKERS CONGRATULATED THEMSELVE THAT ANOTHER CRISIS HAD PASSED. BUT THEY FORGET THAT THE WORLD IS ROUND AND THAT GOOK WILL EVENTUALLY WORK ITS WAY BACK STRONGER THAN EVER.
New York in Heavy Smog	GRADUALLY THE ENTIRE ENVELOPE OF THE EARTH'S ATMOSPHERE IS BECOMING POLLUTED. WE WHO FLY EVEN SEE IT NOWADAYS OVER THE POLES. QUIETLY AND CONTINUOUSLY IT TAKES IT'S DEADLY TOLL.
Cleopatra's Needle : side with hyerpglphs clear	THIS IS ONE SIDE OF THE FAMOUS CLEOPATRA'S NEEDLE BEHIND THE METROPOLITAN MUSEUM IN NEW YORK . . .

Shot of second side with hyeroglphs abliterated	BUT ANOTHER SIDE LOOKS LIKE THIS . . . IN ONE HUNDRED YEARS IN NEW YORK ALL THE HYEROGLYPHS ON THE SIDE EXPOSED TO THE PREVAILING WIND HAVE BEEN CORRODED AWAY. . . IT MIGHT HAVE BEEN BETTER TO LEAVE THE OBELESQUE IN THE EGYPTIAN DESERT. THERE, THE WRITING ON ALL FOUR SIDES REMAINED DECIPHERABLE FOR MORE THAN THREE THOUSAND YEARS. BUT YOU SEE, IN THIS COUNTRY WE HAVE SOMETHING MORE CORROSIVE - WE HAVE AIR POLLUTION.
St. Patricks' cathedral	THE LIMESTONE OF ST. PATRICK'S CATHEDRAL REQUIRE CONSTANT RENNOVATION.
Statute	BUT IT ISN'T ONLY THE FAMOUS AND HISTORIC BUILDINGS THAT AIR POLLUTION IS GRADUALLY DESTROYING . . .
Smoke coming out of chimney near home.	IT'S YOUR HOUSE TOO -- IF YOUR PROUD OF IT YOU PAINT IT OFTENER NOW . . IT COSTS MORE TO KEEP IT FROM DETERIORATING.

San Juan	SAN JUAN HAS ITS PROBLEMS TOO . . .
Shots of San Juan beaches, hills.	THE TEMPERATURES ARE FINE AND THE ISLAND IS BEAUTIFUL . . .
Shots of factories.	IN RECENT YEARS PUERTO RICO HAS MADE A BIG DRIVE TO ATTRACT INDUSTRY . . .
Montage factories and stacks in Puerto Rico	THERE'S NO QUESTION IT'S SUCCEEDING . . .
	IN IMPROVING ITS ECONOMY BY OFFERING ATTRACTIVE TERMS TO INDUSTRY, PUERTO RICO HAS NO
Beaches, hotels, shops.	DESIRE TO DRIVE AWAY THE PROFITABLE TOURIST . . .
Souvenir shop window	THE MEMORIES AND SOUVENIRS THE TRAVELER TAKES AWAY WITH HIM MUST
Saleslady selecting postcards.	BE PLEASANT ONES REMINDING HIM OF
Hold postcard shot of factory	CLEAR AIR, FLOURISHING PLANTS . . . AND NOT THE CONDITIONS THAT MADE THE VACATION NECESSARY
Amaldo on roof	PUERTO RICO KNOWS IT MUST DO SOMETHING NOW ABOUT CONTROLLING
Spotter in plane.	ITS AIR POLLUTION . . .

SLIM

Slim in Cockpit

YOU KNOW, YOU TAKE A LOOK AT THAT STUFF OUT THERE, ITS ENOUGH TO MAKE YOU SICK. WE'RE EQUIPPED FOR IT. WE'VE GOT ALL THE INSTRUMENTATION IT TAKES TO FLY THROUGH THIS STUFF. THAT PRIVATE PILOT...HE'S THE BOY THAT OUGHT TO BE JUMPING AROUND LIKE A JACK IN THE BOX... ANOTHER TEN YEARS FROM NOW HE WON'T EVEN BE ABLE TO GET HIS AIRPLANE OUT OF THE HANGER UNLESS HE'S GOT AN INSTRUMENT RATING AND FILES AN INSTRUMENT FLIGHT PLAN.

Pollution shots from selected cities

MR. GODFREY, (OVER)

A PILOT CRISS-CROSSING THE COUNTRY COULD DRAW YOU A RELIEF MAP OF THE MOVEMENT OF POLLUTANTS IN THE AIR . . .

IT WOULD VARY WITH PREVAILING WINDS. . .

BUT YOU SEE POLLUTANTS CAN REMAIN IN THE AIR FOR WEEKS AND WEEKS AND EVEN MONTHS.

THEY NOT ONLY CROSS STATE BOUNDARIES . . .

THEY CIRCLE THE GLOBE SEVERAL TIMES . . .

A VOLCANO ERUPTING IN FAR OFF ITALY CAN DARKEN THE SKY IN TOKYO . . .

VOLCANIC DUST WAS THE EARLIEST FORM OF AIR POLLUTION . . .

Shots of Pompeii.

POMPEII IS AN EXAMPLE OF A CITY LITERALLY SMOTHERED BY IT . . .

IT WAS A CITY OF PRIDE, BUILT TO LAST

THE HOMES WERE SUBSTANTIAL, THE STREETS PAVED . . .

VESUVIUS ERUPTED . . .

AND POMPEII DIED.

	IT WAS CENTURIES BEFORE ARCHAEOLOGISTS DUG OUT THE STREETS AND HOMES FROM UNDER IT . . .
Polluted cities. Quick shots	THE POLLUTION CREATED BY MAN IS LESS VIOLENT, BUT IT CAN BE JUST AS DEADLY . . . THE PEOPLE OF POMPEII HAD NO TIME TO COMBAT THE POLLUTION THAT FELL ON THEM . . . WE STILL HAVE TIME.
Shot of Polluted Cities	WE CANNOT SURVIVE ON THIS EARTH WITHOUT CLEAN AIR TO BREATHE, AND CLEAN WATER TO DRINK.
Mr. Godfrey on CAM.	THE COUNTDOWN HAS ALREADY BEGUN. . FOR ALL OF US. WE HAVE THE FACTS. WE KNOW THE ENEMY WE WILL SOON LEARN THE HIGH COST OF OUR INDIFFERENCE. OUT SCIENTISTS HAVE OFFERED US WAYS TO COUNTER AIR POLLUTION. SO FAR THEIR SOLLUTIONS ARE STILL ON THE BLACKBOARD, LET'S TAKE THEM OFF THE BLACKBOARD AND PUT THEM TO WORK. LET'S BRING BACK THE AIR IT USED TO BE SUCH PLEASURE TO BREATHE.
Rocket streaking away from earth.	END TITLES OVER.

IV

ADVANCE PROMOTION

IV. Advance Promotion by The University, Television Broadcasters and Medical Groups

The National distribution of BEWARE THE WIND and EAGLE'S LAMENT was preceded by preliminary testing of the programs on prime time television in a major market, and by private screening to selected broadcasters, critics, medical authorities, and a cross section of the general viewing public. On the basis of the acceptance and responses of these various individuals, a promotional campaign was begun to insure the viewing audience would be aware of the telecasts as they occurred in the individual markets.

A. The University

At the outset of the project, the University began an advance effort to alert broadcasters and medical groups of the material in production to enable them to allocate time, money, and effort for the local community campaign. Information was supplied through written material and personal visits to the more than 300 medical societies and 200 television market outlets throughout the country.

Community Affairs Special

TONIGHT in color

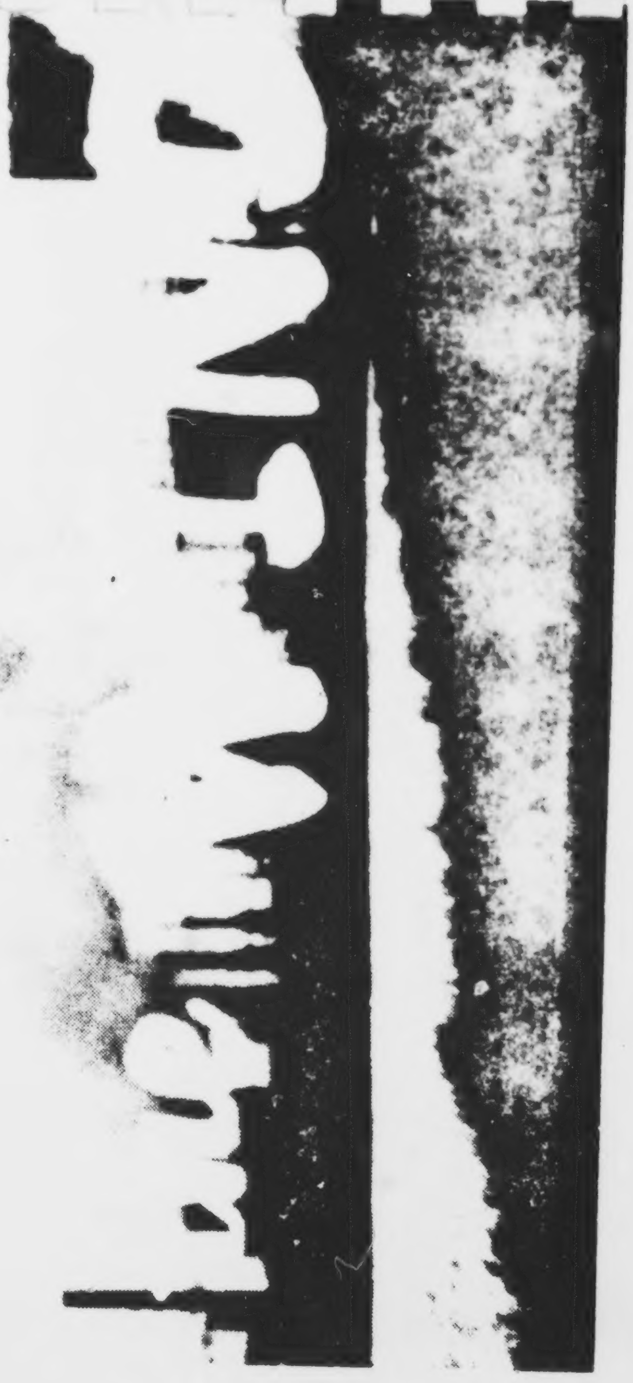
8:30 P.M.

"Beware the Wind"

narrated by **Robert Preston**

WRC-TV presents a dramatic study of the deadly killer clouding our skies . . . air pollution. Filmed in color. "Beware the Wind" underscores the many aspects of the problem, with scenes from Fairbanks, Alaska, to Venice, Italy.

WRC TV NBC 4



THE WASHINGTON POST
TV CHANNELS
MAR 19 THRU MAR 25 3

LAURENT

Study of Pollution on WRC

By Lawrence Laurent

PREVIEW Washington's recently acquired rank as the Nation's fourth worst city for air pollution gives particular importance to a good documentary that is scheduled for Monday (8:30 p.m. Color, Channel 4). This is "Beware the Wind."

The program was produced by the George Washington University Airlie Center and is being telecast in cooperation with the Medical Society of the District of Columbia.

I saw the film recently at a special screening in the U.S. Senate Auditorium. Hosts for the preview were Sens. Lister Hill (D-Ala.), Edmund S. Muskie (D-Me.), John Sherman Cooper (R-Ky.) and Jennings Randolph (D-W. Va.).

The audience of Government officials, reporters and broadcasters applauded enthusiastically after the film ended.

We have had several documentary programs on air pollution in recent months, but none so effective as "Beware the Wind."

One reason for its effectiveness is the insistance of producer Murdock Head that viewers be able to "see" air pollution and its effects, not merely to be "told" about them. Writer William Templeton, a veteran playwright for TV ("Studio One," "Philco-Goodyear Playhouse"), motion pictures and the theater, kept the narration lean and spare.

Actor Robert Preston is the narrator but he doesn't introduce himself by name and one might be puzzled about the identity of the owner of the husky, familiar voice. His low key narration includes a plan for attacking air pollution problems, praising in particular the effective work done in the city of Chicago.

After the film, Dr. Head will be the moderator for a panel discussion. He is chairman of the local medical society's Air Pollution Committee. Participants in the discussion are Sen. Muskie and Dr. Robert J. Coffey, president of the D.C. Medical Society.

For late changes in program schedules see the radio page in today's Show Section and daily listings in The Washington Post

The film will be made available to TV stations, along with professional and civic groups, across the United States.

VIC DAMONE will host a summer replacement for "The Dean Martin Show." Featured regulars will be singer-dancer Carol Lawrence and Martin's singing daughter, Gail . . . Chuck Conners, who has been "The Rifleman" and "Branded," will become a "Cowboy in Africa" next season (ABC-TV) . . . Vice President Humphrey visits "Issues & Answers" today (Channel 7) . . . The Navy has promoted Jackie Cooper to a full Commander. The onetime child star is now West Coast Production Vice President of Screen Gems . . . ABC-TV gets a new daytime schedule, April 3. New programs include "Dateline Hollywood," "One in a Million" and re-runs of "The Fugitive." . . . Lee Marvin, a onetime Marine, insisted that the fee he earned for narrating Tuesday's "Our Time in Hell" be given to the Marine Corps Civil Action Fund. The Fund is used for civilian rehabilitation in Vietnam. The show was produced and directed by Laurence Mascott, who turned out the superb "The Brave Rifles" for "ABC Stage 67."

tv CHANNELS®
DAILY LISTINGS ■ MAR 19 MAR 25, 1967

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tv magazine

D. C. STUDIOS

TV Scrutinizes Air Pollution, Crime . . .

By BONNIE AIKMAN

Shades of sulfur dioxide! WRC-4 and George Washington University's Airlie Center near Warrenton, Virginia, have come up with a top show-business personality to highlight a special documentary on the nagging, gagging problem of air pollution.

Stage star Robert Preston (currently of Broadway's "I Do, I Do,") will narrate "Beware the Wind," a program set for 8:30 p.m. tomorrow emphasizing the international aspects of the dilemma through films of the effects of air pollution from Fairbanks, Alaska, to Venice, Italy. Aerial photographs of America showing thick blankets of pollution will also be on view.

A discussion of air pollution in Washington, the extremities of which were painfully pinpointed earlier this month by the Public Health Service's Dr. John Middleton, will follow the filmed portion of the color special.

* * * *

MEANWHILE CRIME: Another local aspect of a second national blight will come under scrutiny in a Channel 9 documentary at 10 p.m. Tuesday.

"WTOP Reports: The Crime Wave," will look into the rising District crime rate through the comments and criticisms of typical citizens, including businessmen who have had first-hand experience with the problem to the point of closing their establishments. Dave Campbell will narrate.

TV GUIDE

Specials

Eagle's Lament	Sat. 7 P.M. (4)
Round and Round	Sat. 8 P.M. (5)
An Evening With	Sat. 8:30 P.M. (5)
The Welfare Game	Sun. 4 P.M. (7, 13)
The President's Trip	Sun. 7:30 P.M. (2, 9, 16, 43), Tues. 10:30 P.M. (2, 9), Fri. 11:30 P.M. (9, 43)
A Prince for Wales	Mon. 7:30 P.M. (13)
Black Journal	Mon. 9 P.M. (26)
Harlem Festival	Mon. 10 P.M. (2, 9, 16, 43)
Soul Talk	Tues., Wed. 2:30 P.M. (26)
Fanny Kemble	Tues. 9 P.M. (26)
Football Is Back	Tues. 10 P.M. (9)
Eartha Kitt	Wed. 10 P.M. (11)
Report on Medicare	Fri. 8 P.M. (7, 13)

Saturday
EVENING

7:00 ④ **EAGLE'S LAMENT**—*Report* Ⓒ
Special: An examination of the critical situation facing the nation as a result of the increasing amount of pollution in the air. Contrasting views focus on woods, mountains and streams as typified in "America the Beautiful," then the increasing number of factories, trash dumps and the smog-filled cities. The film traces the flight of a commercial pilot through the country's atmosphere, pointing out air pollution as a threat to one's health and the damage it does to nature's purifiers of the air—plant life. Produced by Dr. Murdock Head of George Washington University. Written and directed by William Templeton. Narrator: Arthur Godfrey.

⑤ **McHALE'S NAVY**—*Comedy*
McHale's boat is hit by a torpedo, and the explosion exposes Gruber's illegal laundry. Gruber: Carl Ballantine. McHale: Ernest Borgnine. Binghamton: Joe Flynn.

⑦ **PORTER WAGONER**—*Music* Ⓒ
Guest: Carl Smith.

❽ **COUNTRY CARNIVAL** Ⓒ

⑨ ⓫ **NEWS, WEATHER, SPORTS** Ⓒ

⓭ **MOVIE**—*Drama*
"The Hoodlum Priest." (1961) Based on incidents in the life of Father Charles Dismas Clark, a St. Louis priest who devoted his life to the rehabilitation of ex-convicts. Father Clark: Don Murray. Jackson: Keir Dullea. Rosen: Larry Gates. Hale: Logan Ramsey. (90 min.)

⑭ **MOVIE**—*Double Feature*
1. "The Powers Girl." (Drama; 1942) A small-town schoolteacher loses her job when her photograph is prominently displayed in a national magazine. George Murphy, Anne Shirley, Carole Landis.

EAGLE'S LAMENT

The Washington Post

WEEKLY ● MAGAZINE

tv CHANNELS

'Eagle's Lament:' A Warning

By William E. Smart

A warning of the dangers of air pollution and a plea for increased air pollution control were sounded last evening in "Eagle's Lament," a color documentary broadcast on WRC-TV (Channel 4).

The 22-minute film, which was followed by a six-minute open-end discussion, featured Arthur Godfrey as narrator and guide.

Godfrey, who has more than 14,000 hours' flying time in his 39 years as a pilot, reminisced about his early days in the air:

"Gosh, it used to be so beautiful," he said. "We who fly used to look down and see rivers and lakes and ponds sparkling in the sun. And we'd fly over hundreds of miles of deep woods as slowly as we dared, hoping to catch a glimpse of the fleeting fauna below."

Things have changed greatly since then, Godfrey pointed out. "Today when I look down, well, it's often like looking down the chimney of a smokey fireplace." As Godfrey spoke those words, the screen showed aerial views of the polluted air.

Much of the film showed the air pollution story from the pilot's point of view for, as Godfrey said, "We who fly across the country are increasingly concerned about it . . . perhaps because we are more familiar with the nationwide spread.

Another vivid illustration of the effects of air pollutants was provided when the camera closed in on Cleopatra's Needle, which stands behind the Metropolitan Museum in New York. The camera filmed one side of the Needle, a side covered with hieroglyphic writing. Then, the camera was moved to another side, one exposed to the prevailing winds. On that side, the hieroglyphs have been corroded away over a period of only 100 years.

"It might have been better to leave the obelisk in the Egyptian desert," Godfrey said. "There, the writing on all four sides remained deciperable for more than 3000 years. But, you see in this country, we have something more corrosive —We have air pollution."

"Eagle's Lament" was produced by Dr. Murdock Head, professor and chairman of the George Washington University Medical Center Department of Medical and Public Affairs. William Templeton wrote and directed the film.

TV Highlights

7 p.m. (4) **Eagle's Lament.** The critical air pollution situation is the subject of this program. Arthur Godfrey serves as narrator for the exploration into the extent of air pollution. The last eight minutes of the program are devoted to a live studio discussion with participants from the Washington, D.C. area.

9:30 p.m. (7) **The Johnny Cash Show.** Country-pop singer Marty Robbins, songstress Lynn Kellogg and singing comedian Charlie Manna are tonight's guests. They join Mother Maybelle Carter and the Carter Sisters.

Detailed listings of TV movies are published in Sunday's TV CHANNELS.

EAGLE'S LAMENT

MATERIAL FOR RELEASE

EAGLE'S LAMENT, a 22-minute, 35 mm, color, sound documentary was produced by Airlie Productions through the George Washington University Medical Center, Department of Medical and Public Affairs, (Murdock Head, M. D., Professor and Chairman) and WRC-TV to focus professional and public attention on air pollution, the danger it involves and the need to develop a solution to the situation.

In EAGLE'S LAMENT, the second in a series in this area, the air pollution problem is presented from the point of view of the airline pilot, who is responsible daily for the safety of a large segment of the American public and who, by virtue of this responsibility, feels the need to impress the urgency of the growing menace upon those able to effect an improvement as well as upon those whose lives as well as health are endangered by polluted air. The view from the vantage point of the pilot is particularly far-reaching and impressive.

EAGLE'S LAMENT will be reduced to 16 mm -- as other Airlie Productions in the environmental area have been -- for distribution to television broadcasters, civic and professional groups throughout the United States. Following the film prominent citizens in each

MORE

EAGLE'S LAMENT
Add 1

community where the program is broadcast will participate in an eight minute "open-end" discussion of the city's air pollution problem and the efforts underway by the city's action-oriented citizens to combat this menace to the people's health and well being.

Air pollution is a major concern in all cities of any size throughout the world. EAGLE'S LAMENT was photographed not only in the United States but in such distant places as Italy. EAGLE'S LAMENT, it is hoped, will contribute to public awareness and encourage community action in an effort to reduce the air pollution hazard.

EAGLE'S LAMENT will be co-sponsored by the Medical Society of the District of Columbia. Dr. Head chairs the Society's Committee on Air Pollution.

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BEWARE THE WIND

The George Washington University
Airlie Center

MATERIAL FOR RELEASE

BEWARE THE WIND, a 35 mm color documentary was produced by the George Washington University Airlie Center to focus professional and public attention on Air Pollution, the problem it creates and possible approaches to a solution. BEWARE THE WIND is narrated by Robert Preston.

Following the film prominent citizens in each community where the program is broadcast will participate in an eight minute open-end discussion of the city's Air Pollution problem and the efforts underway by the city's action-oriented citizens to combat the situation.

Air Pollution is a major concern in all cities of any size throughout the world. BEWARE THE WIND ranges from Fairbanks, Alaska to Venice, Italy, in an attempt to achieve a comprehensive presentation of this problem.

BEWARE THE WIND will be made available to broadcasters, civic and professional groups throughout the United States to increase public awareness and encourage community action. These telecasts will be presented in co-operation with the American Academy of General Practice,

MORE

civic leaders and local medical societies. "Open-end" discussions relating the national/international problem to each specific community will afford an opportunity to promote better understanding between the public and the practicing physician.

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In addition, the first production, BEWARE THE WIND, had its premiere in the Senate Auditorium on February 9, 1967. The showing of this program was sponsored by Senator Lister Hill, Senator Jennings Randolph, and Senator Edmund Muskie.

The premiere was covered by all of the news media, and filmed interviews with the sponsoring Senators appeared on television.

Following is a list of attendees and the invitation that was extended.

The Honorable Lister Hill
The Honorable John Sherman Cooper
The Honorable Jennings Randolph
The Honorable Edmund S. Muskie
cordially invite you to attend the premiere of
BEWARE THE WIND
Thursday, the ninth of February at six o'clock
One thousand nine hundred and sixty - seven
New Senate Office Building Auditorium
First and Constitution Avenue, N. E., Washington, D. C.

Reception following
Senator's Dining Room G219 - 221
Informal

R.S.V.P.
By enclosed card

BEWARE THE WIND

WRC-TV-NBC

MONDAY, MARCH 20TH, 1967
8:30 P.M.

Senator Edmund S. Muskie, Chairman of the Senate Subcommittee on Air Pollution, and Dr. Robert J. Coffey, President of the Medical Society of the District of Columbia, will appear on the "open-end" to discuss the problem of air pollution in the city of Washington as it relates to the national scene. The panel will be moderated by Dr. Murdock Head, Chairman of the Air Pollution Committee of the Medical Society of the District of Columbia.

B. THE BROADCASTERS

Prior to telecast, broadcasters provided direct mail promotional material to critics, columnists, community groups and media listing publications.

In addition, the programs were listed in the television sections of local television stations.

Included are sample press releases, and a selection of newspaper listings and previews.

from WRC TV 4
NATIONAL BROADCASTING COMPANY/4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016

FOR IMMEDIATE RELEASE:

July 2, 1969
Carol Thacher

ARTHUR GODFREY TO NARRATE "EAGLE'S LAMENT", A PROBE INTO OUR AIR POLLUTION, ON WRC-TV

Professional concern about the increasing pollution of our air is currently running high. Many states are now preparing comprehensive plans for controlling air pollution on a regional basis. Just how critical the situation really is will be the subject of a special Channel 4 colorcast entitled "Eagle's Lament", to be aired on Saturday, July 26th at 7:00 P.M.

"Eagle's Lament" contrasts the lush woods, mountains and streams of "America the Beautiful" with the increasing number of factories, deluged trash dumps and smog-heavy air. Arthur Godfrey, who has been a private pilot for years, serves as narrator for this exploration into the extent of air pollution. As he notes, the pilot of today -- with his bird's eye view of the land -- can best see the distressing sight. "It's often like looking down the chimney of a smokey fireplace..." is Mr. Godfrey's vision of our air. Indeed, the results of our civilized progress are toxic.

As more and more American automobiles congest our roads, the exhaust from their engines chokes our atmosphere. Today's jet planes poison a portion of the atmosphere in their wakes.

-----more-----

("Eagle's Lament" - Continued)

Even the rockets which send men to the moon add harmful elements to the air.

The film follows a commercial pilot as he traces through the country's atmosphere. As he mentions, not only does the air pollution threaten man's health -- it jeopardizes the existence of our plant life, Nature's purifiers of air. The pilot's comments and his aerial views serve as a vehicle for expressing the film's concern....to awaken public interest and encourage action.

"Eagle's Lament" was produced by Dr. Murdock Head, Professor and Chairman of the George Washington University Medical Center Department of Medical and Public Affairs. The film was written and directed by William Templeton.

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from WRC TV 4
NATIONAL BROADCASTING COMPANY/4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016

BEWARE THE WIND

BEWARE THE WIND, a 16 mm color documentary was produced by Airlie Productions through The George Washington University Medical Center, Department of Medical and Public Affairs (Murdock Head, M.D., Professor and Chairman) to focus professional and public attention on air pollution, the problem it creates and possible approaches to a solution. BEWARE THE WIND is narrated by Robert Preston.

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ARIZONA TELEVISION COMPANY
3435 NORTH 16TH STREET
PHOENIX, ARIZONA 85016
TELEPHONE (602) 266-5691

FOR IMMEDIATE RELEASE
(press contact: Chuck Glance, 266-5691)

January 9, 1970

KTVK-TV SPECIAL EXPLORES AIR POLLUTION

EAGLE'S LAMENT, narrated by Arthur Godfrey, explores the extent of air pollution from a pilot's point of view. The special will be telecast next Sunday, January 18th, at 9:30 PM.

EAGLE'S LAMENT traces the flight of a commercial pilot through the country's atmosphere. "We who fly across the country are increasingly concerned about air pollution...perhaps because we are more familiar with the nationwide spread," says Godfrey.

The lush woods, mountains and streams of "America the Beautiful" are contrasted with the increasing number of factories, deluged trash dumps, and smog-heavy air. The results of our civilized progress are described as toxic and as a threat to human life and to nature's purifiers of the air and plant life.

Godfrey, who has more than 14,000 hours flying time in his 39 years as a pilot, reminisces about his early days in the air: "Gosh, it used to be so beautiful," he says. "We who fly used to look down and see rivers and lakes and ponds sparkling in the sun. We'd fly over hundreds of miles of deep woods as slowly as we dared, hoping to catch a glimpse of the fleeting fauna below." Things have changed greatly since then, Godfrey points out. "Today, when I look down, well, it's often like looking down the chimney of a smokey fireplace."

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EAGLE'S LAMENT was produced by Dr. Murdock Head, professor and chairman of the George Washington University Medical Center Department of Medical and Public Affairs in Washington, D.C.

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TO : Messrs: Delaney, Adams, Coon, Hosmer, Cody, and Miss Damond
FROM : Warren Doremus
SUBJECT : Special Program June 20, 1967

"BEWARE THE WIND", a color documentary on air pollution, ranging from Fairbanks, Alaska, to Venice, Italy, and with special information on the problem in the Rochester area, will be presented by WHEC-TV, Channel 10, Tuesday, July 11, at 10:00 PM.
Narrated by famed actor Robert Preston, "BEWARE THE WIND" was produced by the George Washington University Airlie Center to focus public attention on one of society's most challenging problems. The film has been widely acclaimed in other U-S cities. A reviewer in Washington, D.C., said one reason for its effectiveness is the insistence of producer Dr. Murdock Head that viewers be able to see air pollution and its effects, not merely be told about them.

Discussing the air pollution problem in Rochester following the film will be Dr. Wendall Ames, Monroe County Health Director, and Dr. Norman Ashenberg of Eastman Kodak's Medical Department, Chairman of the New York State Action for Clean Air Committee.

Stu Coon has set Wednesday, June 28, at 3:00 PM for VTR of the discussion by Messrs. Ashenberg and Ames. Warren Doremus will moderate.

WCAX-TV
channel 3

News Special

FOR IMMEDIATE RELEASE

JUNE 29, 1967

"BEWARE THE WIND" TO EXAMINE AIR POLLUTION TUESDAY, JULY 11

"Beware the Wind," a documentary on air pollution narrated by actor Robert Preston, will be telecast Tuesday, July 11, from 10:30 to 11 PM on WCAX-TV, Channel 3.

A brief discussion on air pollution in Vermont and neighboring states will be presented following the film. Harry B. Ashe, director of the Industrial Hygiene Division of the Vermont State Department of Health, will discuss the air pollution situation in the area with WCAX-TV Public Affairs Director Charles S. Lewis.

"Beware the Wind" was produced by Dr. Murdoch Head, graduate of the University of Vermont College of Medicine, who is the director of the Airlie Center at George Washington University. The air pollution documentary is one of a series of films on health problems produced by Dr. Head and designed for participation by community health leaders.

"Beware the Wind" examines air pollution as a world-wide problem and traces the causes in critical areas ranging from Alaska to California and across the country and to the capitals of Europe.

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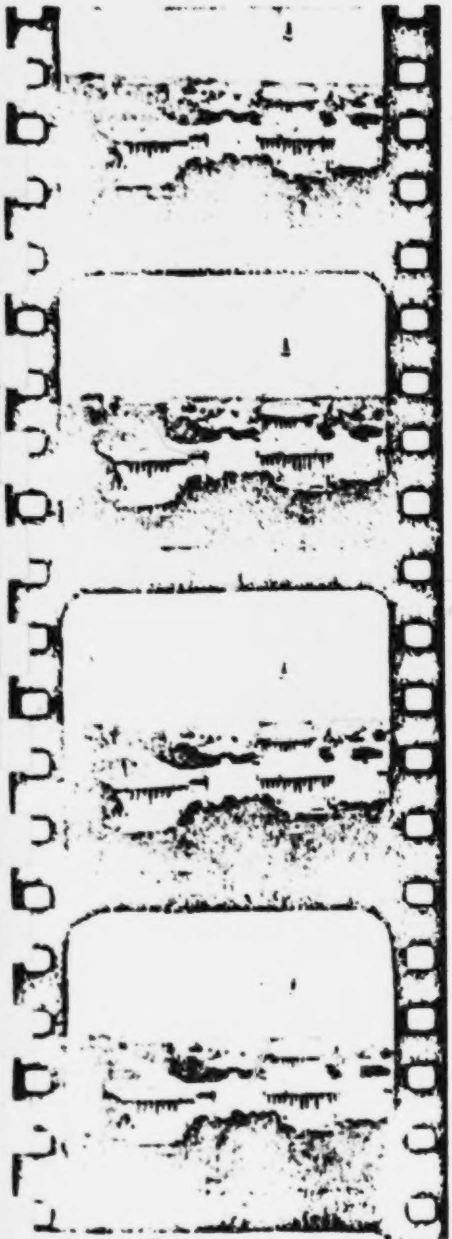
The Washington Post

MONDAY, MARCH 20, 1



WRC-TV

Community Affairs Special

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WRC TV NBC 4

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The Evening Star

WITH SUNDAY MORNING EDITION

Washington, D. C., Monday, March 20, 1967

THE WASHINGTON POST
TV CHANNELS
MAR. 19 THRU MAR. 25 3

Study of Pollution on WRC

By Laurence Laurent

PREVIEW: Washington's recently acquired rank as the Nation's fourth worst city for air pollution gives particular importance to a good documentary that is scheduled for Monday (8:30 p.m., Color, Channel 4). This is "Beware the Wind."

The program was produced by the George Washington University Airlie Center and is being telecast in cooperation with the Medical Society of the District of Columbia.

I saw the film recently at a special screening in the U.S. Senate Auditorium. Hosts for the preview were Sens. Lister Hill (D-Ala.), Edmund S. Muskie (D-Me.), John Sherman Cooper (R-Ky.) and Jennings Randolph (D-W. Va.).

The audience of Government officials, reporters and broadcasters applauded enthusiastically after the film ended.

We have had several documentary programs on air pollution in recent months, but none so effective as "Beware the Wind."

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After the film, Dr. Head will be the moderator for a panel discussion. He is chairman of the local medical society's Air Pollution Committee. Participants in the discussion are Sen. Muskie and Dr. Robert J. Coffey, president of the D.C. Medical Society.

The film will be made available to TV stations, along with professional and civic groups, across the United States.

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CHANNEL 9 is following release of the report of the President's Commission on Crime in the District of Columbia with a documentary program. It is "WTOP reports: The Crime Wave" (10 p.m., Tuesday).

Major emphasis of the program, says producer Michael Hardgrove, will be on the need for improvement in police service, along with the need for better public support and understanding of the policeman's role in our society. ¤

8:30 p.m. (4) "Beware the Wind." An exploration of the problems of air polution, with illustrations of its effects on areas as diverse as Fairbanks, Alaska, and Venice, Italy. Aerial views of different areas in America will show the blankets of pollution surrounding cities. Part of the discussion will concern Washington's air pollution problems and efforts to combat the situation.

8:30 p.m. (26) USA: Music. Author-lyricists Betty Comden and Adolph Green talk about the development of musical theater in the United States in the last 20 years, and sing some of the songs they have written.

9 p.m. (4) Perry Como Music Hall (Color). Comedian Woody Allen and singer Connie Stevens appear with Perry.

9 p.m. (7) Felony Squad (Color). Ricardo Montalban plays Martin Lynch, the head of an aircraft plant security force, who successfully hides his motives for the theft of a $1 million secret industrial device.

9·30 p.m. (9) Family Affair (Color). Uncle Bill decides to stop the noise and sends the twins away to camp. To his surprise he finds the silence is deafening.

10 p.m. (4) Run For Your Life (Color). Dina Merrill appears as a woman who finds a gallery paintings that appears to have been done by her long-missing husband. She hopes that he may still be alive, and Paul Bryar joins her in the searching for him.

10 p.m. (26) Georgetown University Forum. Harold Leland Goodwin and Sen. Claiborne Pell (D-R.I.) discuss their book, "Challenge of the Seven Seas."

The Washington Post

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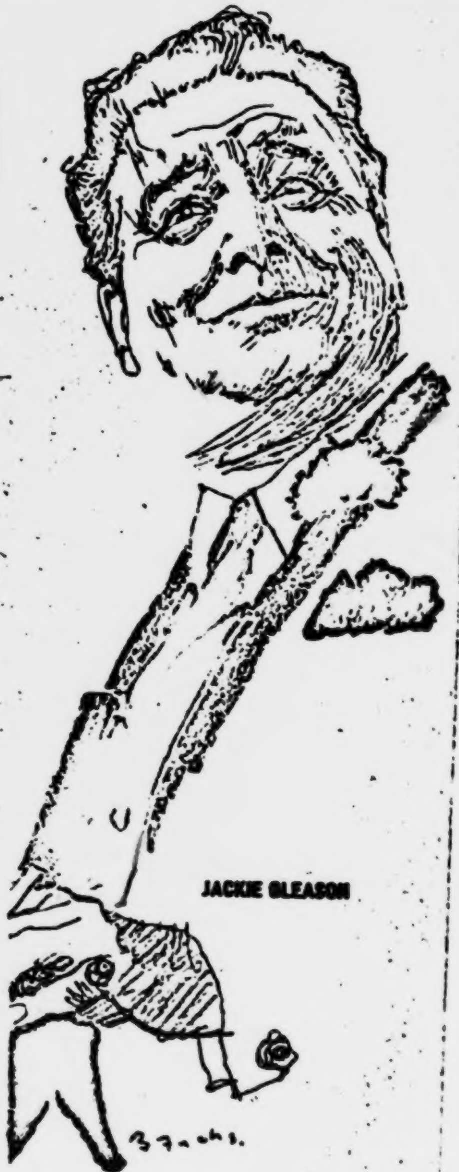
WEEKLY MAGAZINE

15¢

TV GUIDE

Local Programs • March 18-24

(I)



JACKIE GLEASON

Monday March 20, 1967

Evening

pursues three sore losers who dropped $50,000 to him in a poker game—and then stole it back. Ben: Dale Robertson. Barnabas: Bob Random. (60 min.)

Guest Cast

Dan Patrick .... Monte Markham
Teresa .... Gigi Perreau
Curry .... Christopher Dark
Walcott .... George Murdock

⑪ CIVIC OPERA TRIBUTE

SPECIAL COLOR "First Lady of Opera," a tribute to soprano Rosa Ponselle by the Baltimore Civic Opera Company produced in cooperation with the music department of the Baltimore City public schools.

"To Promote Good Will" is pre-empted.

⑭ FINANCIAL AND NEWS REPORT

⑳ MOVIE—Mystery

"The Girl Hunters." (1963) Mickey Spillane wrote the screenplay and portrays his own famous sleuth, Mike Hammer, in this story about the disappearance of Velda, Mike's secretary. Lloyd Nolan, Shirley Eaton, Hy Gardner. (90 min.)

㉖ FRENCH CHEF—Cooking

Julia Child shows how to make croissants, a crescent-shaped roll.

8:00 **② ⑨ ⑯ ㊸ MR. TERRIFIC**

COLOR Agent Harley Trent spends a harrowing night with Stanley, who's doing his best to protect Harley from an escaped killer. Stanley: Stephen Strimpell. Harley: Paul Smith. Hal: Dick Gautier. Reed: John McGiver. Von Brock: Henry Brandon.

④ ⑧ ⑪ I DREAM OF JEANNIE

COLOR Jeannie's efforts to get Tony promoted to general lead to a spy scare and a possible court-martial for her hero. Tony: Larry Hagman. Jeannie: Barbara Eden. Roger: Bill Daily. Bellows: Hayden Rorke. Peterson: Barton MacLane. Amos Lincoln: Bing Russell.

⑤ MOVIE—Drama

"Marked Woman." (1937) A woman tries to prevent her sister from finding out that she is a hostess in a clip joint. Bette Davis, Humphrey Bogart, Isabel Jewell. (Two hours)

⑭ WEATHER, NEWS, SPORTS

㉖ SOVIET PRESS—Analysis

8:15 **㉖ CHINA WATCHING**

8:30 **② ⑨ ⑯ ㊸ LUCILLE BALL**

COLOR Carol Burnett stars in the conclusion of this two-part episode as kooky Carol Bradford, who persuades Lucy to join her musical act for an extended weekend engagement in Palm Springs, Cal. Carol, Lucy and the Vagabonds sing "Lazy River" and "The Hukilau Song." Mooney: Gale Gordon. Colin Grant: Dan Rowan. (Rerun)

④ AIR POLLUTION—Report

SPECIAL COLOR "Beware the Wind." Robert Preston narrates this filmed report on the international nature of the air pollution problem. Following the film, Sen. Edmund S. Muskie (D., Me.) and Dr. Robert J. Coffey, president of the Medical Society of D. C., discuss local problems and possible solutions to pollution.

"Captain Nice" is pre-empted on Ch. 4.

⑦ ⑬ RAT PATROL—Drama

COLOR The Rat Patrol, ordered to find a high-ranking German officer for interrogation, seizes a German staff car. Its sole occupant: an American major, who demands that Troy take him to Allied headquarters. Troy: Christopher George. Moffitt: Gary Raymond. Dietrich: Hans Gudegast.

Guest Cast

Major Lansing .... Richard Mulligan
Colonel Centis .... Vincent Gardenia

⑧ ⑪ CAPTAIN NICE—Comedy

COLOR Carter's reputation as a sober crimefighter gets a dunking when he's found drunk in the street. His soused condition is part of a saloon-owner's setup for a jailbreak. Carter: William Daniels. Mrs. Nice: Alice Ghostley.

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tv magazine

The Sunday Star

[illegible]

[illegible]

D. C. STUDIOS

TV Scrutinizes Air Pollution, Crime . . .

By BONNIE AIKMAN

Shades of sulfur dioxide! WRC-4 and George Washington University's Airlie Center near Warrenton, Virginia, have come up with a top show-business personality to highlight a special documentary on the nagging, gagging problem of air pollution.

Stage star Robert Preston (currently of Broadway's "I Do, I Do,") will narrate "Beware the Wind," a program set for 8:30 p.m. tomorrow emphasizing the international aspects of the dilemma through films of the effects of air pollution from Fairbanks, Alaska, to Venice, Italy. Aerial photographs of America showing thick blankets of pollution will also be on view.

A discussion of air pollution in Washington, the extremities of which were painfully pinpointed earlier this month by the Public Health Service's Dr. John Middleton, will follow the filmed portion of the color special.

* * * *

MEANWHILE CRIME: Another local aspect of a second national blight will come under scrutiny in a Channel 9 documentary at 10 p.m. Tuesday.

"WTOP Reports: The Crime Wave," will look into the rising District crime rate through the comments and criticisms of typical citizens, including businessmen who have had first-hand experience with the problem to the point of closing their establishments. Dave Campbell will narrate.

The Washington Post

WEEKLY ◯ MAGAZINE

THE WASHINGTON POST
TV CHANNELS
JULY 27 THRU AUG. 2 3

'Eagle's Lament:' A Warning

By William E. Smart

A warning of the dangers of air pollution and a plea for increased air pollution control were sounded last evening in "Eagle's Lament," a color documentary broadcast on WRC-TV (Channel 4).

The 22-minute film, which was followed by a six-minute open-end discussion, featured Arthur Godfrey as narrator and guide.

Godfrey, who has more than 14,000 hours' flying time in his 39 years as a pilot, reminisced about his early days in the air:

"Gosh, it used to be so beautiful," he said. "We who fly used to look down and see rivers and lakes and ponds sparkling in the sun. And we'd fly over hundreds of miles of deep woods as slowly as we dared, hoping to catch a glimpse of the fleeting fauna below."

Things have changed greatly since then, Godfrey pointed out. "Today when I look down, well it's often like looking down the chimney of a smokey fireplace.' As Godfrey spoke those words, the screen showed aerial views of the polluted air.

Much of the film showed the air pollution story from the pilot's point of view for, as Godfrey said, "We who fly across the country are increasingly concerned about it . . . perhaps because we are more familiar with the nationwide spread.

Another vivid illustration of the effects of air pollutants was provided when the camera closed in on Cleopatra's Needle, which stands behind the Metropolitan Museum in New York. The camera filmed one side of the Needle, a side covered with hieroglyphic writing. Then, the camera was moved to another side, one exposed to the prevailing winds. On that side, the hieroglyphs have been corroded away over a period of only 100 years.

"It might have been better to leave the obelisk in the Egyptian desert," Godfrey said. "There, the writing on all four sides remained deciperable for more than 3000 years. But, you see in this country, we have something more corrosive —We have air pollution."

"Eagle's Lament" was produced by Dr. Murdock Head, professor and chairman of the George Washington University Medical Center Department of Medical and Public Affairs. William Templeton wrote and directed the film.

Local Programs July 26-August 1

TV GUIDE

Specials

Eagle's Lament	Sat. 7 P.M. (4)
Round and Round	Sat. 8 P.M. (5)
An Evening With	Sat. 8:30 P.M. (5)
The Welfare Game	Sun. 4 P.M. (7, 13)
The President's Trip	Sun. 7:30 P.M. (2, 9, 16, 43), Tues. 10:30 P.M. (2, 9), Fri. 11:30 P.M. (9, 43)
A Prince for Wales	Mon. 7:30 P.M. (13)
Black Journal	Mon. 9 P.M. (26)
Harlem Festival	Mon. 10 P.M. (2, 9, 16, 43)
Soul Talk	Tues., Wed. 2:30 P.M. (26)
Fanny Kemble	Tues. 9 P.M. (26)
Football Is Back	Tues. 10 P.M. (9)
Eartha Kitt	Wed. 10 P.M. (11)
Report on Medicare	Fri. 8 P.M. (7, 13)

Saturday

EVENING

7:00 ④ **EAGLE'S LAMENT**—Report Ⓒ
Special: An examination of the critical situation facing the nation as a result of the increasing amount of pollution in the air. Contrasting views focus on woods, mountains and streams as typified in "America the Beautiful," then the increasing number of factories, trash dumps and the smog-filled cities. The film traces the flight of a commercial pilot through the country's atmosphere, pointing out air pollution as a threat to one's health and the damage it does to nature's purifiers of the air—plant life. Produced by Dr. Murdock Head of George Washington University. Written and directed by William Templeton. Narrator: Arthur Godfrey.

⑤ **McHALE'S NAVY**—*Comedy*
McHale's boat is hit by a torpedo, and the explosion exposes Gruber's illegal laundry. Gruber: Carl Ballantine. McHale: Ernest Borgnine. Binghamton: Joe Flynn.

⑦ **PORTER WAGONER**—Music Ⓒ
Guest: Carl Smith.

❽ **COUNTRY CARNIVAL** Ⓒ

⑨ ⑪ **NEWS, WEATHER, SPORTS** Ⓒ

⑬ **MOVIE**—Drama
"The Hoodlum Priest." (1961) Based on incidents in the life of Father Charles Dismas Clark, a St. Louis priest who devoted his life to the rehabilitation of ex-convicts. Father Clark: Don Murray. Jackson: Keir Dullea. Rosen: Larry Gates. Hale: Logan Ramsey. (90 min.)

⑭ **MOVIE**—Double Feature
1. "The Powers Girl." (Drama; 1942) A small-town schoolteacher loses her job when her photograph is prominently displayed in a national magazine. George Murphy, Anne Shirley, Carole Landis.

TV Highlights

7 p.m. (4) **Eagle's Lament.** The critical air pollution situation is the subject of this program. Arthur Godfrey serves as narrator for the exploration into the extent of air pollution. The last eight minutes of the program are devoted to a live studio discussion with participants from the Washington, D.C. area.

9:30 p.m. (7) **The Johnny Cash Show.** Country-pop singer Marty Robbins, songstress Lynn Kellogg and singing comedian Charlie Manna are tonight's guests. They join Mother Maybelle Carter and the Carter Sisters.

Detailed listings of TV movies are published in Sunday's TV CHANNELS.

Huntington Park, Calif.
Signal
(Cir. D 24,125)

AUG 14 1969

Allen's P.C.B. Est. 1888

Pollution Problem

"Beware the Wind," a documantary concerning the air pollution problem in cities of any size throughout the world, will debut Aug. 23 on KTTV.

With scenes from Fairbanks, Alaska, to Venice, Italy, the 8 p.m. Channel 11 colorcast will attempt to achieve a comprehensive presentation of the smog problem combatted by the action-oriented citizens in many of our nation's cities.

Narrated by actor Robert Preston, the 30-minute telespecial will focus professional and public attention on air pollution, the problem it creates and possible approaches to a solution.

✓

South Gate, Calif.
South Park News
(Cir. W. 54,000)

AUG 7 1969

Allen's P.C.B. Est. 1888

ighway Carnage
V Warning
)n August 28

"Highways of Agony," a
uesome treatise of high-
ay carnage, will air in
lor at 9:30 p.m. August 28
KTTV.
Offered as a public service
fety warning just prior to
e long Labor Day week-
d, the Ohio State High-
ay Patrol-produced-special
ows how motorists the
tion over are slaughter-
g one another.
Not recommended for chil-
en, "Highways of Agony"
for viewers with strong
omachs and open minds -
d should be seen by every
e who drives.
Veteran newsman Jack
atham will introduce the
minute look at murder
on the nation's highways - and especially during supposed fun-packed long holiday weekends.

Reproduced from best available copy.

Bell, Calif.
Bell-Maywood Industrial Post
(Cir. [illegible])

AUG 7 1969

Gruesome Treatise Is Aired

"Highways of Agony," a gruesome treatise of highway arrange, will air in color at 9:30 p.m. Aug. 28 on KTTV.

Offered as a public service safety warning just prior to the long Labor Day weekend, the Ohio State Highway Patrol-produced-special shows how motorists the nation over are slaughtering one another.

Not recommended for children, "Highways of Agony" is for viewers with strong stomachs and open minds — and should be seen by everyone who drives.

Veteran newsman Jack Latham will introduce the 30-minute look at murder on our nation's highways — and especially during supposed fun-packed long holiday weekends.

Garden Grove, Calif.
Westminster Evening News
(Cir. D 25,000)

AUG [illegible]0 1969

Allen's P.C.B. Est. 1888

[illegible] own recent tour.

STOCK MARKET: What's Happening? (11), 10:30 p.m. —Metromedia's Rolland Smith teams with Rudy Rudiman for an examination of the market today and what can be expected in days to come.

Huntington Park, Calif.
Signal
(Cir. D 24,125)

[illegible] 1[illegible] 1969

Allen's P.C.B. Est. 1888

Fields' Film Festival

Sophisticated-slapstick comedy at its best comes to KTTV next week, Aug. 18 through 22, as Channel 11 salutes the late W. C. Fields with a "W. C. Fields Film Festival."

Featuring four of Fields' greatest hits, the Festival will air from 11 p.m. to 12:30 a.m., pre-empting "Allen Ludden's Gallery."

Festival features include "My Little Chickadee" Aug. 18 and 22; "The Bank Dick," Aug. 19; "Never Give A Sucker An Even Break," Aug. 20 and "You Can't Cheat An Honest Man," Aug. 21.

Garden Grove, Calif.
Huntington Beach Ed.
Orange Co. Evening News
(Cir. D 2,522 - S 2,524)

AUG [illegible]0 1969

Allen's P.C.B. Est. 1888

BACK HOME with the King Family (11), 7 p.m. — A musical hour of nostalgia filmed at the actual Pleasant Grove (Utah) home of Grandma Driggs and the late William King Driggs, features youthful memories, historic areas surrounding Salt Lake City the Brigham Young memorial, Parley's Canyon, and the singing of "Battle Hymn of the Republic."

HOLLYWOOD CITIZEN-NEWS
Aug. 22, 1969

ALLEN RICH
Television Editor

The Weekend On Television

KTTV will try and relieve the tedium of late summer TV viewing when it presents four specials over the weekend.

Tonight at 6:30 it'll be Making the Scene, with Bill Welsh as host. It's a behind-the-cameras look at the production of major United Artists motion pictures location in Europe. Four movies were visited during the 10 days Welsh spent overseas. And among the stars and industry personalities visible will be Ben Gazzara, Anthony Quinn, Anna Magnani, Robert Vaughn, George Segal, Virna Lisi, David Wolper and Stanley Kramer.

Saturday at 7 p.m. Keep America Singing occupies the KTTV air, with Dennis Day as host, singer Maggie Whiting and comedian Herb Shriner aboard. It's a barbershop quartet sort of thing.

It will be followed on KTTV tomorrow at 8 by Beware the Wind, narrated by Robert Preston. This one deals with the problem of smog — something with which we are all "acquainted" in Los Angeles.

Sunday at 7 the station offers the 90-minute Tokyo Olympiad, which has won wide respect from the critics. Jack Douglas is narrator for the athletic spectacular which presents the best footage of that taken by 164 photographers chronicling the doings of 5,000 real athletes from 94 nations.

* * *

Guests and Topics

SATURDAY: Making of the President — 1964 — a 90-minute documentary of the Johnson-Goldwater election will be broadcast over Ch. 11 at 8:30 p.m., with a repeat tomorrow night at the same hour.

A "Bible Scientist," an atheist and a writer who modestly speaks of his 1,000 love affairs are among the cast of characters for Joe Pyne, Ch. 11 at 10:30 p.m.

SCRANTON'S OLDEST NEWSPAPER—FOUNDED 1856

The Scranton Tribune

NEWS HAPPENS AT NIGHT

Scranton, Pa. 18501, Monday, September 4, 1967

Today's TV Schedule

These schedules were provided by the TV Stations
Channel Nos. WBRE—28; WNBF—12; WNEP—16

6:00 28-12 NEWS (C).
22 F TROOP
6:30 22-12 NEWS.
28 NEWS (C).
7:00 12 FASHIONS FOR MILADY.
22 NEWS.
28 BASEBALL (C).
Cleveand at Minnesota
44 MANAGERS IN ACTION.
7:15 16 NEWS.
7:30 22-12 GILLIGAN'S ISLAND (C).
A case of mixed identities tosses island into confusion.
44 BEWARE THE WIND
Air pollution on the local and national level.
44 FOLK GUITAR.
8:00 22-12 CHILDREN'S MUSICAL (C).
Hans Christian Anderson's "The Emperor's New Clothes" is performed by New York's Prince Street Players.
44 NET JOURNAL.
Interview with H. L. Hunt, billionaire.
8:30 16 RAT PATROL (C).
Germans are willing to trade Moffitt for a prisoner. (Repeat).
9:00 12 SAIL TO GLORY (C).
Actor Robert Stack narrates story of the racing schooner America.
16 FELONY SQUAD (C).
A strangler creates terror on beach colony. (Repeat).
22 ANDY GRIFFITH (C)
An amateur comedian is a
RACING (C)
flop in Mayberry, (Repeat).
44 JFK: LAST TRIP ABROAD.
A record of JFK's trip to West Germany in 1963.
9:30 16 PEYTON PLACE (C).
22 FAMILY AFFAIR (C).
Jody deliberately misbehaves (Repeat)
10:00 22-12 CORONET BLUE (C).
Disc Jockeys Dick Clark and Murray the K are guests.
16 BIG VALLEY (C).
Robert Goulet stars as a faith healer. (Repeat)
28 RUN FOR YOUR LIVES (C).
A deranged Air Force officer creates havoc in California countryside. (Repeat)
44 JAZZ CASUAL
10:30 44 OPINION: WASHINGTON.
Recent riots are discussed Sen. Thurston Morton (R., Ky.).
11:00 28-12 NEWS (C)
16-22 NEWS
44 FILM SHORT.
"Family Fishing."
11:15 28 POCONO DOWNS
11:30 12 MOVIE
"Angels With Dirty Faces," James Cagney, Pat O'Brien, Humphrey Bogart (1938). Exciting story of two men whose roots were in the some gutter.
16 JOEY BISHOP (C)
The Association, Kay Armen, guests.
28 JOHNNY CARSON (C)
11:35 22 MOVIE
"Young Man With A Horn," Kirk Douglas, Doris Day, Lauren Bacall (1950.) Kirk gives excellent performance in this yarn about a dedicated trumpet player who lived exclusively for his music.
1:10 22 NEWS

THE LOUISVILLE TIMES

l. CLXVII—No. 28 ★★★★★ LOUISVILLE, FRIDAY EVENING, JUNE 2, 1967 52 PAGES TEN CENT

Today on TV

	WAVE-TV 3	WHAS-TV 11	WLKY-TV 32
3	Match Game (color) Match Game; News Concentration (color) "	The Secret Storm " Primo Minister Wilson " (color)	Dating Game (Color) " Dateline: Hollywood 3:55 Child's Doctor
4	Channel 3 Movies " " "	Maverick (rerun) " " "	Mike Douglas Show " (color) " "
5	Channel 3 Movies " Huckleberry Hound " (color-rerun)	Popeye's Cartoon Circus " (color) CBS News (color) "	Mike Douglas Show " (color) Metro News; Weather Sports; Business News
6	Weather; News News; Sports (color) NBC News (color) "	Focus: Today's News Weather, Sportraits Arthur Smith (color) "	ABC News (color) " The Green Hornet " (color-rerun)
7	Ch. 3 Presents (color) " Tarzan (color-rerun) "	Bobby Lord (color) " Hogan's Heroes " (color-rerun)	The Time Tunnel " (color-rerun) " "
8	Tarzan (color-rerun) " Welcome to Japan, Mr. Bond (color)	Friday Night Movie Two for the Seesaw " "	Rango (color-rerun) " Phyllis Diller " (color-rerun)
9	Welcome to Japan, Mr. Bond (color) T.H.E. Cat (color-rerun) "	Friday Night Movie " " "	The Avengers " (color-rerun) " "
10	Laredo (color-rerun) " " "	Perry Mason (rerun) " " "	Rawhide (rerun) " " "
11	News (color) Weather; Sports Tonight Show (color) Sign Off 1 A.M.	News Weather; Sports The Late Show "	Metro Report News Weather; Sports Joey Bishop Show 1 A.M. Late Movie

CHANNEL 15

(A—Adult YA—Young Adult CH—Children)

8:00 What's New (Ch)

8:30 N.E.T. Playhouse: Acquit or Hang (A-YA)

Tonight's Highlights

6:30—ABC-32: The Green Hornet, color
The Hornet seeks to recover a cache of narcotics hidden aboard a junked freighter.

7:00—Channel 3: Channel 3 Presents, color
"Beware the Wind," a feature on the Airlie Institute's work on air pollution with comments by Dr. Carroll Witten and Ralph Bourne, of the City-County Air Pollution Control Board.

7:00—ABC-32: The Time Tunnel, color
David Watson portrays Rudyard Kipling, who rescues the time travelers from the Asian desert in 1886.

7:30—NBC-3: Tarzan, color
Tarzan (Ron Ely) escorts a killer through the jungle to deliver him to the territorial police.

7:30—CBS-11: Hogan's Heroes, color
Hogan (Bob Crane) is ordered to deactivate a bomb dropped accidentally by Allied planes on Stalag 13.

Sunday Herald-Leader

Lexington, Kentucky, Sunday Morning, June 18, 1967

Television And Radio

Programs are listed in this newspaper as received from the stations, and are subject to late changes. All times listed are Eastern Standard.

TV CHANNELS	
3 WAVE	Louisville
5 WLWT	Cincinnati
9 WCPO	Cincinnati
11 WHAS	Louisville
12 WKRC	Cincinnati
18 WLEX	Lexington
27 WKYT	Lexington

C—Color
R—Return
D—Debut
S—Special

WLAP	Lexington 630
WBLG	Lexington 1300
WVLK	Lexington 590

F.M. RADIO	
WVLK	92.9 F. M.
WBKY	91.3 F. M.
WLAP	94.5 F. M.

T.B.A. — To be announced

Sunday Television

A.M.

6:00 9—Rural America
6:15 12—Living World (C)
6:30 12—Noel Singers (C)
7:00 9—Ernest Tubb
12—Praise Hour (C)
18—Gospel Singing (C)
7:30 3—Farm
5—WLW Safety Club (C)
9—Rebel
12—Peter Potamus (C)
18—Revival Fires
8:00 3—Gospel Jubilee
9—Cartoons (C)
5—Cadle Chapel
9—Cartoons (C)
11—Fisbie Funnies
12—Bullwinkle (C)
18—Voice of the Mountains
8:30 5—Church by the Road
9—Cartoons (C)
12—Beany and Cecil (C)
18—Gospel Jubilee (C)
27—Gospel Singing (C)
9:00 3—The Story
5—Frontiers Of Faith (C)
11—Lamp Unto My Feet (C)
12—Skipper Ryle
27—God Is the Answer
9:30 3—This is the Life
5—UC Horizons
11—Look Up And Live
18—Frankenstein Jr.
10:00 3—This is the Answer (C)
5—Our City (C)
9—Call The Doctor
11—Camera Three
18—Tom and Jerry
27—Bullwinkle
10:15 5—Community Corner (C)
10:30 3—International Zone
5—Bandstand (C)
11—Fisbie Funnies
18—Church Service
27—Discovery '67 (C)
11:00 3—University of Michigan
9—Movie (C)
12—Movie
27—Christian Hour
11:30 3, 5

Sunday's Radio Highlights

A.M.

6:00 WLAP—Jim Allison
7:00 WBLG—Musical Sunday
9:00 WLAP—Fred Gooding
10:00 WVLK—Billy Graham
11:00 WHAS—UK Presents

P.M.

12:00 WLAP—Bill Carroll
2:00 WHAS—Musical Festival
3:00 WVLK—CBS News
4:00 WHAS—Sunday On H-A-S
6:40 WHAS—Tom Harmon
7:00 WLAP—Folk Music With Ben Story
7:10 WVLK—100 Years Ago
8:05 WHAS—Music America
8:10 WVLK—Alex Kendrick
11:05 WHAS—Weekend Sports

9:00 3—Secret Agent
5, 18—The Saint (C) (S)
9, 11—Candid Camera (C)
9:30 9, 11—What's My Line? (C)
10:00 3—The Saint
5, 9, 12—News, Sports
11—Perry Mason
18—Wild Wild West
27—The Invaders (C)
10:30 5—Johnny Carson (C)
9—Joe Pyne (C)
12—Movie
11:00 3, 18—News, Weather And Sports (C)
11—News, Weather And Sports
27—News, Weather And Sports
11:20 11—News
27—Movie
11:30 3, 5—Johnny Carson (C)
18—Movie
11:35 11—Movie (C)
12:00 9—Christopher Program
12:15 9—Local News

[illegible]

The Washington Post

FRIDAY, FEBRUARY 10, 1967

Pollution Not Gone On Wind

By Nancy L. Ross
Washington Post Staff Writer

A group of Washingtonians learned last night that although their city is one of the least industrialized capitals in the world, its air is among the most polluted, thanks to its index of 4,000 cars per square mile.

This information was highlighted in a 22-minute color documentary entitled "Beware the Wind" produced by The George Washington University Airlie Center in cooperation with the Medical Society of the District of Columbia and WRC-TV. The film had its premiere last night in the New Senate Office Building Auditorium. It will eventually be shown on television in prime time.

Hosts for the showing, which was followed by a reception in the Senators' Dining Room, were Sen. Lister Hill (D-Ala.), Sen. John Sherman Cooper (R-Ky.), Sen. Jennings Randolph (D-W.Va.), and Sen Edmund S. Muskie (D-Edmund S. Muskie (D-Main).

In introducing the movie, Sen. Muskie expressed the importance of grass roots action to check air pollution and to persuade industry that it can deal with the problem in an economically feasible way with the public willing to absorb the cost.

Secretary of Transportation Alan Boyd, when asked about how to curb automotive pollution, declared that the devices now required in California to eliminate pollutants from exhaust are "Model T" devices. The electric car is still the best solution, he said.

BOSTON Globe MAGAZINE

TV PULLOUT • Sunday • JULY 23, 1967

EVENING

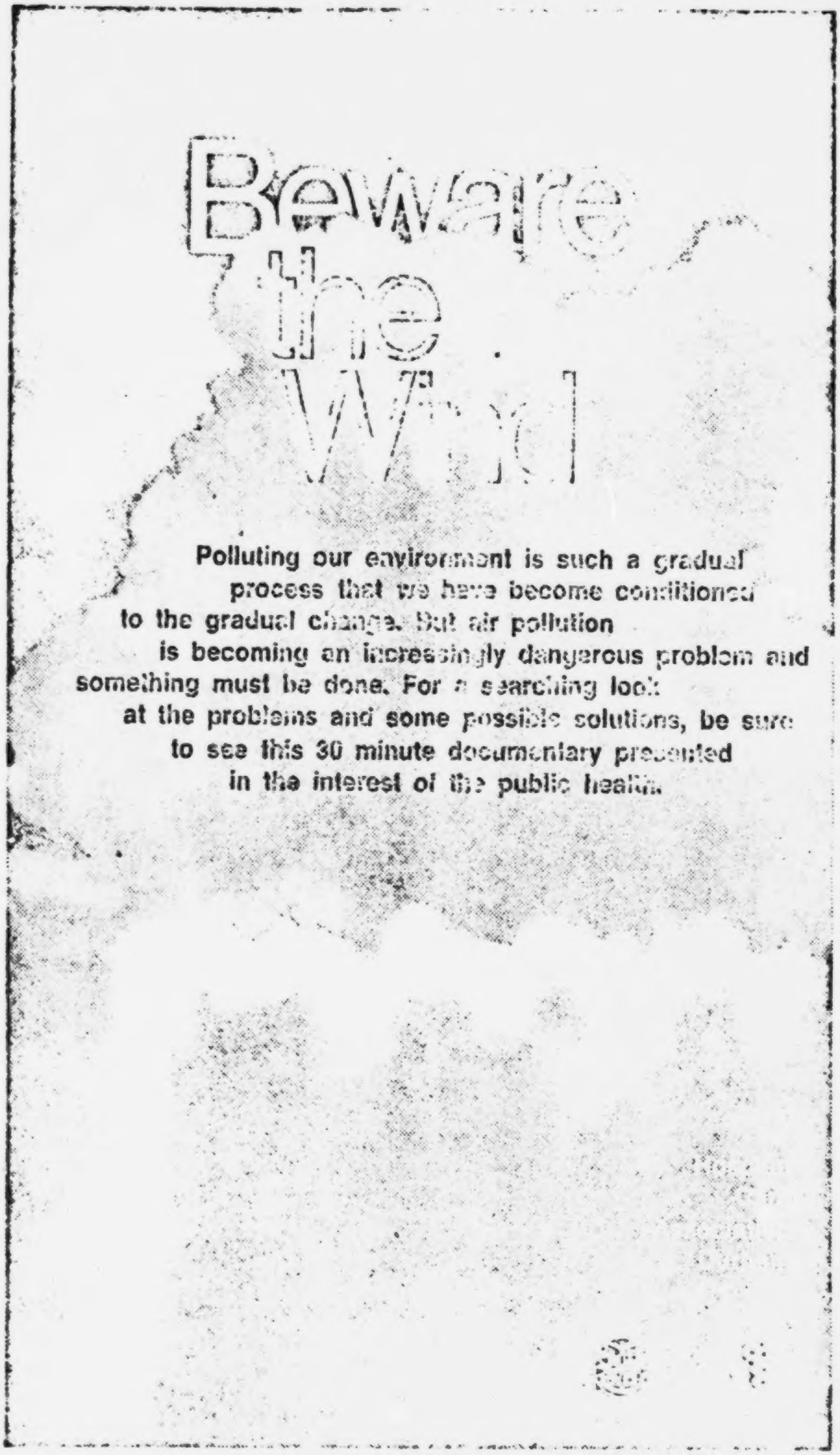
6:00
2—**Opinion: Washington**
4—**Leave It to Beaver**
5-10-12—**News, weather** (C)
6—**The Flintstones** (C)
7-9—**Peter Jennings,** news (C)
11—**Weather; Musicale**
38—**Yogi Bear** (C)
56—**Little Rascals**

6:30
2-11—**Louis Lyons,** news
4-9—**News, weather** (C)
5-12—**Harry Reasoner,** news (C)
6—**Sea Hunt**
7—**McHale's Navy**
10—**Huntley-Brinkley** (C)
38—**Cartoon Classics**
56—**The Flintstones** (C)

6:45
2-11—**Backgrounds**

7:00
2—**The Indian Experiment**
4—**Huntley-Brinkley** (C)
5—**Channel 5 Reports** (C)
6—**The Cisco Kid** (C)
7—**Have Gun, Will Travel**
9—**Sea Hunt**
10—**McHale's Navy**
11—**Brother Buzz**
12—**Truth or Consequences,** Bob Barker (C)
38—**Riverboat,** drama
56—**Patty Duke Show**

7:30
2—**Science Reporter**
4-10—**The Monkees.** The boys pose as patients in a rest home to free a kidnaped atomic scientist (C-R)
5-12—**Gilligan's Island.** The skipper becomes despondent when a radio broadcast announces that a maritime board of inquiry has found him solely responsible for the wreck of the Minnow (C-R)
6-7-9—**Iron Horse,** Mark Richman. President Grant asks Ben to protect a political refugee carrying $2 million in jewels and being pursued by Mexican troops (C-R)



Beware the Wind

Polluting our environment is such a gradual process that we have become conditioned to the gradual change. But air pollution is becoming an increasingly dangerous problem and something must be done. For a searching look at the problems and some possible solutions, be sure to see this 30 minute documentary presented in the interest of the public health.

See Beware The Wind

Tonight 8:30-9 WFMY-TV -- Channel 2

Durham Morning Herald

FINAL EDITION DURHAM, N. C., SUNDAY, SEPTEMBER 3, 1967 6 SECTIONS—68 PAGES

WEDNESDAY TV PROGRAM

WTVD, Ch. 11, Durham

6:00 Summer Semester
6:30 Gumby
7:00 Today
9:00 Kangaroo
10:00 Snap Judgment
10:30 Beverly Hillbillies
11:00 Andy of Mayberry
11:30 Dick Van Dyke
12:00 Love of Life
12:30 Search for Tomorrow
12:45 Guiding Light
1:00 Peggy Mann
1:30 As World Turns
2:00 Password
2:30 House Party
3:00 Another World
3:30 Edge of Night
4:00 Secret Storm
4:30 Cartoons
5:00 Perry Mason
6:00 Newsbeat
6:30 CBS News
7:00 Flipper
7:30 Lost in Space
8:30 Beverly Hillbillies
9:00 Green Acres
[illegible] Beware the Wind
10:00 I Spy
11:00 Late News
11:30 Tonight

WFMY, Ch. 2, Greensboro

6:30 Good Morning
7:30 Old Rebel
8:00 Captain Kangaroo
9:00 News
9:30 What's Cooking Today
10:00 Candid Camera
10:30 Beverly Hillbillies
11:00 Andy of Mayberry
11:30 Dick Van Dyke
12:00 Love of Life
12:25 News
12:30 Search For Tomorrow
12:45 Guiding Light
1:00 Girl Talk
1:30 As World Turns
2:00 Password
2:30 House Party
3:00 To Tell The Truth
3:25 News
3:30 Edge Of Night
4:00 Secret Storm
4:30 Movie
6:00 Evening Edition
6:20 Sports, Weather
6:30 Walter Cronkite
7:00 Big Movie
8:30 Beware the Wind
9:00 Green Acres
9:30 He & She
10:00 [illegible] and the Culhane
11:00 Weather, News, Sports
11:30 Movie

WRAL-TV, Ch. 5, Raleigh

5:30 Aspect
6:00 Daybreak
6:45 Farm News
7:00 Jesse Helms
7:05 Morning News
7:30 Mickey Mouse Club
8:00 Time For Uncle Paul
8:30 Everybody's Talking
9:00 Mike Douglas Show
10:00 Femme Fare
11:00 Honeymoon Race
11:30 Family Game
12:00 High Noon News
12:30 Donna Reed
1:00 Fugitive
2:00 Newlywed Game
2:30 Dream Girl
3:00 General Hospital
3:30 Flintstones
4:00 Early Show
5:45 Dateline, Sports
6:00 Dateline
6:20 News
6:35 Viewpoint
6:40 Weather
6:45 Jim Reeves
7:00 Death Valley Days
7:30 Custer
8:30 Second Hundred Years
9:00 Movie
11:00 Dateline, Sports & Weather
11:30 Starlight Theatre

WUNC-TV, Ch. 4, Chapel [illegible]

9:00 U.S. History
9:30 Physical Science
10:00 World History
10:30 Mathematics
11:00 Antiques
11:30 Local Issue
12:00 Aspect
12:30 News
12:45 Art Studio
1:00 French Chef
1:30 Sign Off
3:30 Modern Teachers
4:00 Sign Off
5:00 What's New
5:30 Aspect
6:00 News
6:15 Art Studio
6:30 Posin's Giants
7:00 What's in a Word?
7:30 What's New
8:00 Creative Person
8:30 Understand/Bible
9:00 News in Perspective
10:00 Sign Off

Wednesday Highlights

4 p.m.—MOVIE—"The Silver Whip." (1952) Young Jess Harper gets a job driving the Silver City stage—and on the first trip out of town, the stage is attacked by bandits. Dale Roberson, Rory Calhoun, Robert Wagner, Lola Albright. WRAL

4:30 p.m.—MOVIE—"The World Was His Jury." (1958) Captain Jerry Barrett is on trial for criminal negligence after losing the ship, passengers and crew. His lawyer believes that he's innocent—but the public wants a conviction. Edmond O'Brien, Mona Freeman. WFMY

6:30 p.m.—DR. POSIN'S GIANTS—"Henry Moseley" was a brilliant young physicist and chemist who died at the age of twenty-eight after providing a theory and method of classifying all the known elements. Dr. Posin explains Moseley's work in his usual graphic way. WUNC

7 p.m.—MOVIE—"This Happy Feeling." (1958) A retired Broadway actor is asked to make a come-back. Curt Jurgens, Debbie Reynolds, John Saxton. WFMY

7 p.m.—WHAT'S IN A WORD?—Nothing has more snob appeal than to slip in a French or Latin phrase during a conversation. But, it helps to know what they mean. Bob Smith tosses off a few. WUNC

7:30 p.m.—WHAT'S NEW—"Rio Grande." Despite the difficulty of manipulating boats in the winding Rio Grande, the expedition along the great river continues, seeing mesas and canyons, and finding out about the archeology of the area. WUNC

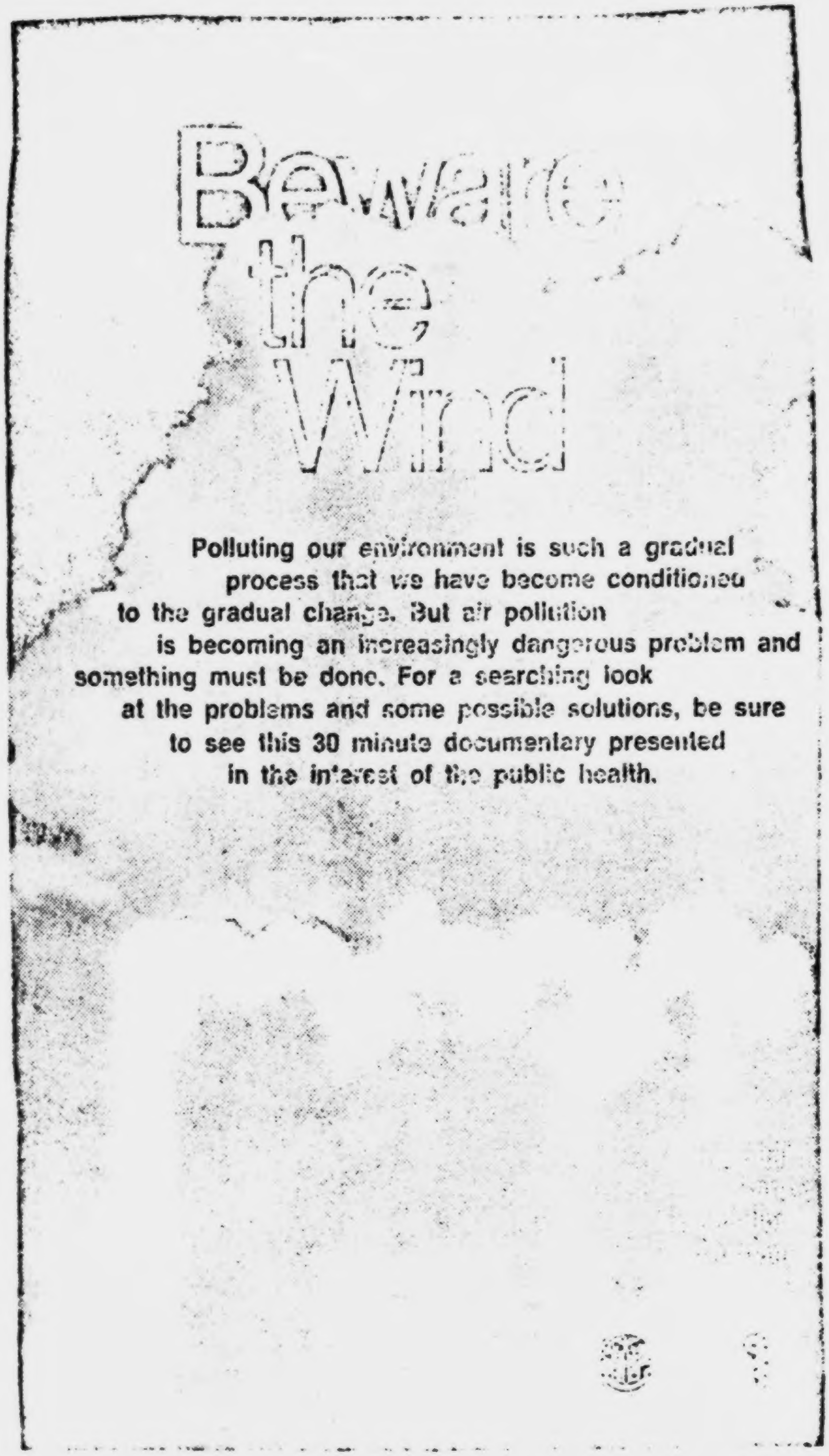
8:30 p.m.—UNDERSTANDING THE BIBLE—The peasant Michah looks at Isaiah's Jerusalem and sees in it the focal point of a nation's evil. Dr. Bernard Boyd continues his discussion of Biblical prophets. WUNC

8:30 p.m.—FILM FEATURE—"Beware the Wind." Robert Preston narrates this report on air pollution. WFMY

9 p.m.—MOVIE—"Take Her, She's Mine." (1963) A protective father only makes matters worse when he tries to save his daughter from beatniks, protest marchers and reckless adventures in Paris. James Stewart, Sandra Dee, Audrey Meadows. WRAL

11:30 p.m.—MOVIE—"Fury at Smugglers Bay." (1960) Near the end of the 18th century, a band of cutthroats terrorizes a Cornish fishing village. John Frazier, Peter Cushing, June Thorburn. WFMY

11:30 p.m.—MOVIE—"Monsieur Beaucare." (1946) A barber disguises himself as a gentleman of distinction. Bob Hope, Joan Caulfield. WRAL



Beware the Wind

Polluting our environment is such a gradual process that we have become conditioned to the gradual change. But air pollution is becoming an increasingly dangerous problem and something must be done. For a searching look at the problems and some possible solutions, be sure to see this 30 minute documentary presented in the interest of the public health.

SEE BEWARE THE WIND TONIGHT 9:30-10
WTVD CHANNEL 11

Television Log Friday

SEPT. 1 ★ COLORCASTS

6 :00	Channel 8	Evening	News ★	Restless
:15	News ★	Edition ★	Wthr; Spts ★	Gun
:30	Time	The Wild	Tarzan ★	The
:45	Tunnel ★	Wild	"	Westerners
7 :00	"	West" ★	"	"
:15	"	"	"	"
:30	Malibu ★	Hogan's	Man From	Stagecoach
:45	U.	Heroes ★	U.N.C.L.E. ★	West
8 :00	Center	Friday Night	"	"
:15	Stage ★	Movie:	"	"
:30	Buddy	"Rat Race"	R[illegible]	Lawman
:45	Greco	Tony Curtis	the Wind	"
9 :00	The	Debby	Laredo ★	Movie:
:15	Avengers ★	Reynolds	"	"Remains to
:30	"	"	"	Be Seen"
:45	"	"	"	J. Allyson
10 :00	Channel 8	10 p.m.	Texas News ★	News; Wthr
:15	Report ★	Edition ★	Weather; News;	Movie cont'd.
:30	Movies 'til	Merv Griffin	Sports; Tonight	"
:45	Dawn:	Show	Show ★	"
11 :00	"Glory"	"	"	Movie:
:15	W. Brennan	"	"	"Creature
:30	"Brainwashed"	"	"	with the
:45	C. Jurgens	"	"	Atom Brain"
12 :00	"Soldier of	Star	News: Joe	R. Denning
:15	Love"	Playhouse	Pyne	"
:30	"Bedelia"	Sign Off	Show ★	"
:45	M. Lockwood	....	"	Sign Off

HOUSTON CHRONICLE

Houston's Family Newspaper

Vol. 66 No. 248 SUNDAY, AUGUST 27, 1967 HOUSTON, TEXAS 77001 Second Class Postage Paid at Houston, Texas ★

CHANNELS®

HOUSTON CHRONICLE

WEEKLY TV MAGAZINE

DAILY LISTINGS [illegible] AUG [illegible] SEPT 2, 1967

Sunday

5 PM

⑧ **NET Playhouse** (R) "Knife in the Water" (1961) This Polish film, directed by Roman Polanski, was the winner of the International Film Critics' Award; the story concerns a war between two males, a husband and a youthful hitchhiker—with a woman caught between them; recommended for adults only

⑪ **21st Century** (R) "Standing Room Only" explores the means of combatting the overpopulation problem with birth control

⑬ **Voyage to the Bottom of the Sea** (R) A diving party is swallowed by an immense Portuguese man-of-war

㊴ **Judge Roy Bean** (R) Story to be announced

5:30 PM

② **Ripcord** (R) Story to be announced

6 PM

㉓ **Beware the Wind** is a documentary on air pollution, narrated by Robert Preston

⑪ **Lassie** (R) Lassie tries to rehabilitate a cowardly watchdog

⑬ **News**

㊴ **Fractured Flickers** (R) Versions of "The Prince and the Poppa" with Joseph Schildkraut and "The Moving Story" with Buster Keaton

6:30 PM

② **Walt Disney** (R) Stratos (Eli Wallach) kidnaps Nikki (Hayley Mills), then sets out to finish off the wounded Mark (Peter McEnery) in the second of the three-part "Moonspinners"

⑧ **T. E. Lawrence** is a documentary on the controversial English figure, the famous "Lawrence of Arabia"

The Courier-Journal

LOUISVILLE, FRIDAY MORNING, JUNE 2, 1967

Today's Television Programs

	WAVE-TV 3	WHAS-TV 11	WLKY-TV 32
	6:45 Today on Farm 7-9 Today (color)	6:40 Howdy, Neighbors 7:05 Summer Semester 7:35 CBS Morning News 8:00 Captain Kangaroo	8:30 Jack LaLanne (color)
9	Morning Show (color) Dialing for Dollars " 9:55 News (color)	T-Bar-V Ranch " " "	Merv Griffin Show " " "
10	Pat Boone (color) " Hollywood Squares " (color)	Andy-Mayberry (rerun) " Dick Van Dyke (rerun)	Merv Griffin Show " One in a Million "
11	Jeopardy (color) " Eye Guess (color) Eye Guess; 12:55 News	Love of Life (color) Love Life; News Search Tomorrow (color) Guiding Light (color)	Everybody's Talking " Donna Reed (rerun) "
12	Dr. Kildare (rerun) Dialing for Dollars " "	Candid Camera (rerun) " As the World Turns " (color)	The Fugitive (rerun) " " "
1	Days of Our Lives " (color) The Doctors (color) "	Focus: 1 P.M. " House Party (color) "	Newlywed Game (color) " Dream Girl (color) 2:55 Women's News
2	Another World (color) " You Don't Say (color) "	To Tell the Truth (color) Truth; News The Edge of Night "	General Hospital " Dark Shadows "
3	Match Game (color) Match Game; News Concentration (color) "	The Secret Storm " Beverly Hillbillies " (rerun)	Dating Game (color) " Dateline: Hollywood 3:55 Child's Doctor
4	Channel 3 Movies " " "	Maverick (rerun) " " "	Mike Douglas Show " (color) " "
5	Channel 3 Movies " Huckleberry Hound " (color-rerun)	Popeye's Cartoon Circus " (color) CBS News (color) "	Mike Douglas Show " Metro News; Weather Sports; Business News
6	Weather; News News; Sports (color) NBC News (color) "	Focus: Today's News Weather; Sportraits Arthur Smith (color) "	ABC News (color) " The Green Hornet " (color-rerun)
7	Channel 3 Presents " Tarzan (color-rerun) "	Bobby Lord (color) " Hogan's Heroes " (color-rerun)	The Time Tunnel " (color-rerun) " "
8	Tarzan (color-rerun) " Welcome to Japan, Mr. Bond (color)	Friday Night Movie Two for the Seesaw " "	Range (color-rerun) " Phyllis Diller " (color-rerun)
9	Welcome to Japan, Mr. Bond (color) T.H.E. Cat (color-rerun "	Friday Night Movie " " "	The Avengers " (color-rerun) " "
10	Laredo (color-rerun) " " "	Perry Mason (rerun) " " "	Rawhide (rerun) " " "
11	News (color) Weather; Sports Tonight Show (color) Sign Off 1 A.M.	News Weather; Sports The Late Show "	Metro Report News Weather; Sports Joey Bishop (color) 1 A.M. Late Movie

7:00—NBC-3: Today, color
Aline Saarinen and Paul Cunningham visit Biltmore, the castle built by George W. Vanderbilt in Asheville, N.C., in 1895.

6:30—ABC-32: The Green Hornet, color
The Hornet seeks to recover a cache of narcotics hidden aboard a junked freighter.

6:00—Channel 3: Channel 3 Presents, color
"Beware the Wind," a feature on the Airlie Institute's work on air pollution with comments by Dr. Carroll Witten and Ralph Bourne of the air pollution control board.

7:00— ABC-32: The Time Tunnel, color
David Watson portrays Rudyard Kipling who rescues the time travelers from the Asian desert in 1886.

7:30—NBC-3: Tarzan, color
Tarzan (Ron Ely) escorts a killer through the jungle to deliver him to the territorial police.

7:30—CBS-11: Hogan's Heroes, color
Hogan (Bob Crane) is ordered to deactivate a bomb dropped accidentally by Allied planes in Stalag 13.

Record American

LARGEST DAILY CIRCULATION IN NEW ENGLAND

10 Cents — Monday, July 24, 1967 — 40 Pages

TELEVISION TIMES

4 WBZ BOSTON (NBC)	5 WHDH BOSTON (CBS)	6 WTEV N. Bedford (ABC)	7 WNAC BOSTON (ABC)	9 WMUR Manch. N.H. (ABC)	10 WJAR Prov. R.I. (NBC)	12 WPRI Prov R.I. (CBS)
Daily Almanac	We Believe	News, Weather	Our World		TV Classroom	Face the News
Today Show with Hosts Hugh Downs and Frank Blair	Bozo the Clown Cartoons, Stories	Morning Funtime Felix the Cat	Major Mudd's Cartoon Carnival King & Odie		Today Show with Hosts Hugh Downs and Frank Blair	Popeye Theater 3 Stooges Romper Room Miss Bonnie
	Captain Kangaroo Bob Keeshan	Community B. Bassett Woman A. Parker	Dream Girl W. Martindale Dating Game J. Lange			Captain Kangaroo Bob Keeshan
Contact with Bob Kennedy	Romper Room Miss Jean Morning Star Time	Funtime With Uncle Bruce and Cartoons	General Hospital Girl Talk V. Graham	It's Coffee Time	Talk of the Town The World Around Us	Dialing For Dollars H. Bouchard, C. Jefferds
Snap Judgment E. McMahon Concentration H. Downs	Candid Camera A. Funt The Beverly Hillbillies	Highway Patrol B. Crawford Dateline ... Hollywood	Newlywed Game B. Eubanks Dateline ... Hollywood	Dating Game J. Lange Dateline ... Hollywood	Snap Judgment E. McMahon Concentration H. Downs	The Mike Douglas Show Co-Host For the Week: Martha Raye
Personality L. Blyden The Hollywood Squares	Andy of Mayberry The Dick Van Dyke Show	Honeymoon Race Family Game B. Barker	Honeymoon Race Family Game B. Barker	"Honeymoon Race" Family Game B. Barker	Personality L. Blyden The Hollywood Squares	The Dick Van Dyke Show
News, Weather and Sports The Mike Douglas Show	Love of Life Search-Tomorrow Guiding Light	Everybody's Talking The Donna Reed Show	Everybody's Talking The Donna Reed Show	Everybody's Talking The Donna Reed Show	Jeopardy A. Fleming Eye Guess B. Cullen	Love of Life Search-Tomorrow Guiding Light
Co-Host For the Week: Martha Raye	Honey West A. Francis As the World Turns	The Fugitive David Janssen, B. Morse	The Fugitive David Janssen, B. Morse	The Fugitive David Janssen, B. Morse	Gypsy Rose Lee Show Let's Make A Deal	Girl Talk V. Graham As the World Turns
Days of Our Lives The Doctors J. Pritchett	Password A. Ludden House Party A. Linkletter	Newlywed Game B. Eubanks Dream Girl '67 D. Stewart	Movie: "Chase A Crooked Shadow"	The Newlywed Game Dream Girl '67 D. Stewart	Days of Our Lives The Doctors J. Pritchett	Password A. Ludden House Party A. Linkletter
Another World You Don't Say	To Tell the Truth The Edge of Night	General Hospital Dark Shadows J. Bennett	R. Todd, A. Baxter, H. Lom Full Length	General Hospital Dark Shadows J. Bennett	Another World You Don't Say	To Tell the Truth The Edge of Night
Match Game G. Rayburn The Merv Griffin Show	The Secret Storm Hollywood Showcase	Lassie J. Lockhart Felix the Cat	77 Sunset Strip "The Double Death of B. Markham"	The Uncle Gus Show Cartoons, Contests	Match Game G. Rayburn Leave It To Beaver	Huckleberry Hound The Merv Griffin Show
Varied Guests are Featured	Dr. Kildare "Exchange of Gifts" R. Torn	Dating Game J. Lange News, Weather and Sports	Superman and Super-heroes Local News	Science Fiction Theater Men of Annapolis	Perry Mason "Case of the Shattered Dream"	Varied Guests Are Featured
Leave It To Beaver News, Weather And Sports	News, Weather and Sports CBS News with W. Cronkite	The Flintstones Sea Hunt L. Bridges	News, Weather and Sports McHale's Navy E. Borgnine	Peter Jennings with News N.E. Tonight Sports, Weather	News, Weather and Sports Huntley-Brinkley Report	News, Weather and Sports CBS News with W. Cronkite
Huntley, Brinkley Report The Monkees D. Jones	Channel 5 Reports Gilligan's Island	The Cisco Kid Iron Horse "Passenger" M. Richman, L. Cristal	Have Gun, Will Travel Iron Horse "Passenger" M. Richman, L. Cristal	Sea Hunt L. Bridges Iron Horse "Passenger" M. Richman, L. Cristal	McHale's Navy E. Borgnine The Monkees D. Jones	Truth Or Consequences Gilligan's Island
I Dream Of Jeannie Captain Nice B. Daniels	Mr. Terrific S. Strimpell Vacation Playhouse	Rat Patrol C. George	Rat Patrol C. George	Rat Patrol C. George	Monday Movie: "Texas" William Holden,	Mr. Terrific S. Strimpell Vacation Playhouse

GREENSBORO DAILY NEWS

North Carolina's Finest Newspaper
Wednesday
September 6, 1967

A11—Greensboro Daily News, Wednesday, Sept. 6, 1967

Four New Programs To Premiere Tonight

4 P.M., CH. 8.

MOVIE — "First Spaceship on Venus," Yoko Tani and the Oldrick Lukes. Science fiction film made in Germany with poor production values.

4:30 P.M., CH. 2.

MOVIE — "The World Was His Jury," Edmond O'Brien and Mona Freeman. Routine courtroom drama with O'Brien as defense attorney in a case which charges a ship's captain with criminal negligence when the ship was sunk with many passengers.

Shows To Watch

6 P.M., CH. 8.

MOVIE — "Santa Fe Passage," John Payne and Rod Cameron. Indian-hating scout takes a job with a wagon train. Actionful western, above average.

7 P.M., CH. 2.

MOVIE — "The Happy Feeling," Debbie Reynolds and Curt Jurgens. Comedy about a young girl who fancies herself in love with a dashing older man.

7:30 P.M., CH. 4.

WHAT'S NEW — Despite the difficulty of manipulating boats in the winding Rio Grande, the expedition along the great river continues, seeing mesas and canyons, and finding out about the archeology of the area.

7:30 P.M., CH. 8.

CUSTER — (Premiere). Adventure series about Lt. Col. George Armstrong Custer when he was at Ft. Hays, Kans., in 1868. Wayne Maunder stars.

8:30 P.M., CH. 2.

BEWARE THE WIND — Special program dealing with the problem of air pollution in our cities.

8:30 P.M., CH. 8.

SECOND HUNDRED YEARS — (Premiere). Comedy about an Alaskan prospector who thaws after 67 years on ice and returns to greet his son, aged 67. Vehicle stars Monte Markham.

Television Today

Wednesday, September 6

		WFMY-TV Channel 2 Greensboro (CBS)	WGHP-TV Channel 8 High Point (ABC)	WSJS-TV Channel 12 Winston-Salem (NBC)
6	:00	News, Spts., Wea.	Movie	News-Spts.-Wea.
	:15		"Santa Fe Passage", John Payne	
	:30	Cronkite News		Huntley Brinkley
	:45			
7	:00	Movie		The Texan
	:15	"This Happy	Weather (7:25)	
	:30	Feeling,"	Legend of Custer	The Virginian
	:45	Debbie Reynolds		
8	:00			
	:30	Beware the Wind	2nd 100 Years	
	:30			
	:45			
9	:00	Green Acres	Movie	Bob Hope Theater
	:15		"Take Her,	
	:30	He and She	She's Mine."	
	:45		James Stewart	
10	:00	Dundee and		I Spy
	:15	the Culhane		
	:30			
	:45			
11	:00	News	News	News
	:15			
	:30	Movie	Joey Bishop	Tonight
	:45	"Fury at Smuggler's Bay"		
	:00			

The Chattanooga Times

CHATTANOOGA, TENN., 37401, TUESDAY, FEBRUARY 21, 1967.

Pollution Film And Physicians On TV Tonight

"Beware the Wind," the first of a color documentary trilogy on air pollution, will be shown on Channel 12 tonight at 10 o'clock, with two Chattanooga physicians, Dr. M. F. Langston and Dr. Spires Whitaker, appearing on the program to discuss the health aspects of air pollution here.

The film, produced by the George Washington University Airlie Center, Warrenton, Va., is narrated by Robert Preston and ranges from Fairbanks, Alaska, to Venice Italy, in its comprehensive presentation of the problem. It lasts for 22 minutes and Dr. Langston and Dr. Whitaker will present their discussions in the remaining eight minutes of a 30-minute program.

A study of air pollution in Chattanooga is to be the third film in the series, with the shooting to start in May and to continue for about a year.

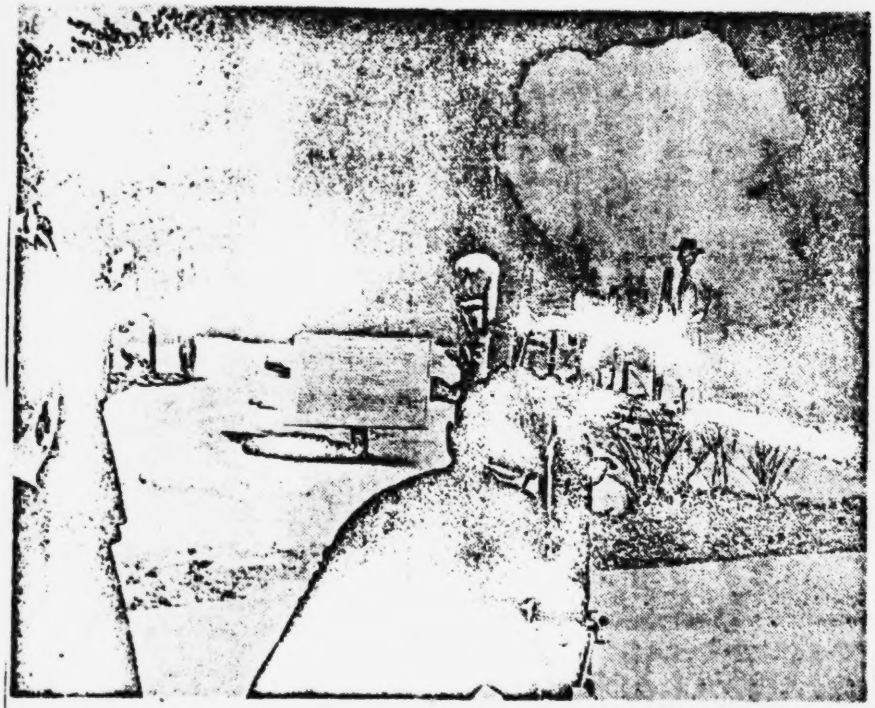
The second in the series, "Eagle's Lament," presenting the pollution problem for an aerial viewpoint, is now being prepared.

Dr. Murdock Head, leader of the Airlie Center, is directing the project. The documentaries are to have international circulation.

The Chattanooga Times

CHATTANOOGA, TENN., 37401, FRIDAY, MARCH 10, 1967. ★ ★

'Battle Below the Clouds' Under Way



—Times-Post Staff Photo by Harold Haven.

JERRY KING FILMS DREW TROTTER, LAWSON WHITAKER FIRING CANNON

Capt. Lawson Whitaker gave the order to fire. Sgt. Drew Trotter lit the fuse. Cameraman Jerry King trained his viewfinder on the scene.

Director William Templeton watched for flaws.

Dr. Murdock Head was an interested spectator.

The cannon boomed. The smoke poured out.

This scene shot Thursday from Point Park on Lookout Mountain possibly will be the opening of "The Battle Below the Clouds," a color film on air pollution in Chattanooga.

The film will be the third in a trilogy being produced by the George Washington Uni-

POLLUTION FILM UNDER WAY HERE

From Page One

versity Airlie Center of which Dr. Head is the leader. The first in the series, "Beware the Wind," has been completed and was shown here over Channel 12 recently.

It tells the story of the fouling of the air from a national standpoint, with scenes from European countries to show the problem is not confined to the United States.

The second, "Eagle's Lament," is now being prepared and will give the spread of pollution from the aerial point of view.

The Chattanooga film will complete the series.

Dr. Head, Templeton and other members of the staff from Airlie Center, located in Warrenton, Va., took scenes at McCallie School on Thursday morning, where Dr. Head spoke, to be used in "Eagle's Lament."

They then went to Point Park where Lawson Whitaker, son of Dr. and Mrs. Spires Whitaker and Drew Trotter, son of Mr. and Mrs. Andy Trotter, had donned Confederate uniforms to fire the Napoleon cannon at Point Lookout as a sort of mood scene to set the stage for "The Battle Below the Clouds."

Dr. Whitaker and Bob Collins, chairman of the Northeast Hamilton County Air Pollution Control Committee, accompanied Dr. Head. They have been leaders in the fight against air pollution here and were instrumental in getting Dr. Head interested in Chattanooga.

The cannon firing was set up by H. G. Cawood of the National Park Service.

Dr. Head's crew will return to Chattanooga, probably in May, to continue the shooting of the film, which is expected to require about a year to make

CHATTANOOGA NEWS-FREE PRESS, CHATTANOOGA, TENNESSEE 37401, THURSDAY, MARCH 9, 1967

Preliminary Shots Made for Movie

By J. B. COLLINS
News-Free Press Assistant City Editor

Preliminary shooting for the color production "Battle Below the Clouds" got in under way this morning at Lookout Mountain's Point Park.

Dr. Murdock Head of the George Washington University Airlie Center, which is making the film for international distribution, was on hand.

Members of the production crew, who arrived here yesterday, included William Templeton, writer-director; Charles Frances, film editor; Jerry King, cameraman, and Norman Lowery, assistant cameraman.

"Battle Below the Clouds" is the title of a film depicting air pollution problems in Chattanooga and procedures taken to solve them. It is the last of a series of three films Dr. Head has been commissioned to make on the air pollution problem.

The first of the film triology, "Beware the Wind," was shown here last month over Channel 12, a CBS station. The second, "Eagle's Lament," depicts the problem as viewed by airline pilots.

Some of the film being made here today, Dr. Head said, will be used in both "Eagle's Lament" and also in "Battle Below the Clouds."

The brief sequence in "Eagle's Lament," he said, will introduce Chattanooga to viewers. The "Battle Below the Clouds" will depict Chattanooga's problem in detail.

Like the other two films, "Battle" will be a 30-minute production adapted for network television, with 22 minutes of color film and eight minutes of

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BATTLE FILM STARTS TODAY

(Continued From Page 1)

mate how long it would take to complete the shutdown

Workers went on strike at Magnet Jan. 17, and since then there have been numerous incidents of violence and threats to workers who continued on the job.

In one incident, the personnel manager of the plant was allegedly beaten by picketing women employes. He was hospitalized as a result.

This week, two Oak Ridge sisters filed complaints against four striking women workers whom they accused of attacking them on the way home from work.

The plant itself has filed suit against the striking Textile Workers Union of America for $875,000 damaged allegedly resulting from the strike.

Magnet Mills has operated in Clinton since about 1905, and is the major industry of the community.

Wallner said he assumed that the close-down meant a permanent end to the operation of the plant at Clinton.

C. MEDICAL GROUPS

Medical Societies undertook the formation of air pollution and environmental health committees and in many cases went further to establish a permanent program apart from the television broadcast.

The Hartford County Medical Association in Hartford, Connecticut, for example, undertook the creation of an Environmental Health Committee. The members of this committee make themselves available for public appearances before interested citizen groups, high schools and colleges, and on special programming by the media.

These physicians appeared at the regional air pollution hearings in Hartford and urged the State to adopt strict air quality control standards for that region.

In most cases, the physicians belonging to these committees will show BEWARE THE WIND and EAGLE'S LAMENT to interested citizen groups and will conduct something of a seminar in conjunction with showings.

V.

DISTRIBUTION OF MATERIALS

V. DISTRIBUTION OF MATERIALS

As of April, 1970, we have documented telecasts of the programs in more than 130 cities. The audience penetration of these telecasts is estimated to be 51,802,499 personal viewings.

An additional 21 markets are committed at this time to telecast during the second quarter of 1970. These cities will raise the estimated total of personal viewings to 60,447,905.

The viewings and telecast figures are conservatively based on a single telecast in each city. While we requested reports on only the initial telecast, we do know from past experience that in most markets, prints are retained by the broadcasters and medical societies in the individual cities and the programs are re-broadcast a second and third time.

While it is not economically feasible to take specific Neilsen Station Index or American Research Bureau audience samples on each individual broadcast, the probable share of available audience and actual audience tune-in has been estimated based on the normal audience viewing patterns established by the continued sampling of A. D. Neilsen Station Index.

On a city to city basis, the total number of homes with television was taken and then increased by 1.5 persons per home, representing an average of the total number of persons capable of receiving television in the home. Of this total, however, it is reasonable to assume that only 85 per cent have their television sets on at a given time. This does not include those homes regularly receiving services on Community Antenna or Cable Television Systems. The latter makes our total available viewer count conservative.

Since television programs compete with each other in a given time period, we again conservatively estimated, reaching only 25 per cent of the available audience as our share of viewers. It is true, however, that a well promoted special on a subject of wide interest, hosted with a star name, will attract more than the normal share of audience for a given station in a given time period.

In addition to television broadcasts, these programs have had wide distribution, throughout the country, to community organizations, medical societies, schools and colleges, air pollution control boards, and industrial interest groups. There have been well over one thousand community showings of these films, with a conservatively estimated audience of at least 100,000 people.

On April 22, 1970, Earth Day programs were conducted in 4,000 institutions of higher learning. It is significant that both BEWARE THE WIND and EAGLE'S LAMENT were a part of many of these programs.

The manner in which the two productions have been distributed is also significant. In many instances, the telecasting of these productions has constituted one portion of an awareness campaign. In certain communities the programs have been broadcast in conjunction with regional air pollution hearings as required by the Air Quality Control Act of 1967 (P.L. 88-206).

> Under the Clean Air Act of 1967, the Federal government is establishing air quality control regions around the nation's major industrial and metropolitan areas. Within these regions, states are setting air quality standards... and developing plans for pollution abatement to achieve those air quality standards....This program has been the first major Federal effort to control air pollution.
>
> President Richard M. Nixon
> Message on Environment
> Feb. 10, 1970

The primary intent of the Clean Air Act is to strengthen existing State and local control programs and stimulate the initiation of new programs where necessary; however, these programs can not possibly utilize the advice and assistance promised by the Clean Air Act unless the control agencies are given a degree of public support considerably greater than has been evidenced heretofore.

The awareness campaign that has accompanied the distribution of BEWARE THE WIND and EAGLE'S LAMENT in certain communities was aimed at broadening the public support necessary in the implementation of adequate air quality standards.

In these communities, medical organizations were contacted and urged to take an active role in the battle against air pollution. The members of these organizations were encouraged to speak to interested citizen groups and make appearances on radio and television, thus motivating the general public to a greater awareness of the problem.

All of the broadcast media were encouraged to offer editorial comment and special programming on the air pollution issue. It is at this point that television stations were approached and offered BEWARE THE WIND and EAGLE'S LAMENT. The way in which these programs were produced, with the 22-minute, open-end format, enabled the television stations to treat the issue in a unique way. First, the program would give an over-all view of the problem on a world and nation wide basis. Secondly, during the open-end segment, the discussion could be localized and related specifically to that particular community.

At the time of the regional air pollution hearings, public service announcements were distributed to a selected sample of radio stations in the area. These announcements gave the public information on the hearings and urged citizen participation.

The phases of this technique are designed to compliment each other. The spot announcements and special documentaries -- all narrated by top name celebrities -- bring the general public to an increased awareness of the problem of air pollution. As the public becomes more aware, it seeks further information. At this point, the local medical organizations are available to provide support for additional local programming and discussion. These Medical leaders supply information, appear on radio and television, and make personal appearances on local programs and before local audiences.

The total effect of this technique is a more sophisticated and complete public understanding of the essential challenge of air pollution. Subsequent increased involvement is calculated to afford additional support, at the local level, for adequate air pollution control measures.

Following are examples of two specific communities in which this technique has been utilized -- Pittsburgh, Pennsylvania and Boston, Massachusetts.

PITTSBURGH, PENNSYLVANIA

The air quality control standards proposed by the Pennsylvania State Board of Health for the Pittsburgh region were not adequate. The standards, if implemented, would not substantially clean up the polluted air in that region. A concentrated educational campaign was put into effect in Pittsburgh, in conjunction with the distribution of BEWARE THE WIND.

The Allegheny County Medical Society was contacted and appraised of the air pollution problem in the area. Information was forwarded to the Society's Executive Director and to interested members. Immediately, physicians involved themselves in the community activities related to the upcoming public hearings. In was suggested that the Society give its support to television station KDKA which had agreed to broadcast BEWARE THE WIND.

The open-end segment of KDKA's presentation of the program was devoted to the discussion of the Pittsburgh hearings, and physicians from the Society participated in the production. After the program, there were a great number of public requests for additional information. The Society began to become more deeply involved in the air pollution issue than ever.

All of the radio stations in Pittsburgh were contacted and public service announcements were distributed. These announcements, urging the public to attend the hearings, were broadcast regularly prior to the hearing date.

As a result of this campaign, public awareness of the air pollution problem was greatly increased. Citizen participation at the Pittsburgh hearings was so great that the State Board of Health was forced to re-appraise the proposed standards, and new, more adequate standards were set. The presentation of BEWARE THE WIND in conjunction with these hearings proved quite effective in motivating public awareness and activity.

BOSTON, MASSACHUSETTS

Representatives of the Massachusetts Medical Society and the Massachusetts Chapter of the American Academy of General Practice were contacted. Information pertaining to the Boston area air pollution hearings was relayed to them. The information was passed on to each organization's Environmental Health Committee. The members of these committees were encouraged to participate in the hearings which were to take place on November 25th.

At the same time, television station WGBH was contacted and a screening of EAGLE'S LAMENT was arranged. The station management was advised of the up-coming hearings and was asked to air EAGLE'S LAMENT prior to that date. The program was broadcast on November 21st at 7:30 PM. Members of the Massachusetts Medical Society participated in the open-end segment and the discussion was devoted to the hearings. It is significant to note that this television station pre-empted its regrlarly scheduled programming at the last minute in order to air EAGLE'S LAMENT.

All of the other television stations in the Boston area were contacted and encouraged to air news features and editorial comment on the hearings. These stations reported a great number of requests for further information from citizens in that community.

In addition, a selected number of radio stations were approached and offered public service spot announcements on the hearings. All of these stations aired the spots frequently. The spots advised the public of the time, date, and location of the hearings, and urged their participation.

The result of this educational campaign was increased public awareness of the up-coming air pollution hearings in Boston. The hearings were rather well attended. EAGLE'S LAMENT, broadcast in conjunction with these hearings, proved to be an effective stimulant to public action.

This technique has been utilized in a number of other cities throughout the country with equally as satisfying results. Some of the other cities are: Minneapolis, Minnesota; Hartford, Connecticut; Washington, D. C.; Seattle, Washington; Phoenix, Arizona; and others. In each case, the effect has been to make the public more aware and knowledgeable of, and more involved with, the air pollution problem in their region.

BEWARE THE WIND

CITY	DATE	STATION	P. M.
Akron, Ohio	June 1,, 1967	WKYC	11:00
Ashville, N. C.	Sept, 4, 1967	WLOS	9:00
Albuquerque, N. M.	Oct. 20, 1967	KOB	7:30
Athens, Ohio	March 23, 1969	WOUB	9:30
	March 27, 1969	WOUB	6:30
	June 29, 1968	WFIL	6:30
Allentown, Penna.	Sept. 4, 1967	WNEP	7:30
Alliance, Nebraska	February 6, 1969	KTNE	7:30
Athens, Georgia	January 31, 1969	WGTV	7:00
Bogalusa, La.	February 13, 1967	WDSU	10:30
Brocton, Mass.	May 12, 1967	WJAR	9:30
Boulder, Colorado	May 28, 1968	KOA	10:30-12:00
	June 4, 1967	KOA	10:30-12:00
Burlington, Vermont	July 11, 1967	WCAX	10:00
Boston, Massachusetts	July 24, 1967	WHDH	7:00
Bethlehem, Penna.	Sept. 4, 1967	WNEP	7:30
	June 29, 1968	WFIL	6:30
Baton Rouge, La.	May 15, 1969	WBRZ	7:00
Buffalo, New York	June 24, 1969	WNED	10:30
Baltimore, Maryland	October 15, 1969	WMAR	8:00
Bridgeport, Conn.	May 23, 1970	WTK	6:30
Bassett, Nebraska	Feb. 6, 1969	KWNE	7:30
Binghampton, N. Y.	April 14, 1970	WFLD	9:00-10:00
	April 15, 1970	WFLD	7:30

BEWARE THE WIND

CITY	DATE	STATION	P.M.
Chicago, Illinois	February 19, 1967	WFLD	9:00-10:00
	March 5, 1967	WFLD	9:00-10:00
Chattanooga, Tenn.	February 21, 1967	WDEF	10:00
Cheyenne, Wyoming	May 24, 1967	KOA	10:30-12:00
	June 4, 1967	KOA	10:30-12:00
Colorado Springs, Colo.	May 28, 1967	KOA	10:30-12:00
	June 4, 1967	KOA	10:30-12:00
Chatsworth, Georgia	January 31, 1969	WCLP	7:00
Cleveland, Ohio	June 11, 1967	WKYC	11:00
Charlotte, N. C.	July 11, 1967	WBTV	10:00
	Sept. 10, 1967	WSOC	8:30
Columbua, Ohio	June 20, 1968	WTVN	10:30
Council Bluffs, Neb.	Oct. 7, 1969	WOW	8:00
Denver, Colorado	May 28, 1967	KOA	10:30-12:00
	June 4, 1967	KOA	10:30-12:00
Durham, N. C.	September 6, 1967	WTVD	8:30
Daytona Beach, Fla.	June 17, 1967	WFTV	10:30
Danville, Virginia	September 10, 1967	WITN	9:30
Dallas, Texas	September 4, 1967	WBAP	8:30
Dawson, Georgia	January 31, 1969	WACS	7:00
Decatur, Georgia	April 19, 1970	WKJG	6:30
Elgin, Illinois	February 9, 1967	WFLD	9:00-10:00
E. Lansing, Mich.	May 4, 1969	WMSB	8:00
Evansville, Indiana	April 1, 1967	WFIE	6:30

BEWARE THE WIND

CITY	DATE	STATION	P. M.
Everett, Washington	April 23, 1970	KCTS	7:30
Elmira, N. Y.	April 14, 1970	WCNY	10:30
	April 15, 1970	WCNY	7:30
Fort Collins, Colo.	May 28, 1967	KOA	10:30-12:00
	June 4, 1967	KOA	10:30-12:00
Fond du Lue, Wisc.	August 13, 1967	WVTN	8:00
Frankfort, Ky.	June 18, 1967	WKYC	9:30
Fayetteville, N. C.	September 6, 1967	WTVD	8:30
Fort Worth, Texas	September 1, 1967	WBAP	8:30
Frederick, Maryland	October 15, 1969	WMAR	8:00
Fort Wayne, Indiana	April 19, 1970	WKJG	6:30
Gary, Indiana	March 5, 1967	WFLD	9:00-10:00
	February 19, 1967	WFLD	9:00-10:00
Green Bay, Wisconsin	July 31, 1967	WFRV	7:00
Gainesville, Fla.	Sept. 16, 1969	WUFT	7:30
Greenville, S. C.	July 11, 1967	WBTV	10:00
	Sept. 10, 1967	WSOC	8:30
	Sept. 4, 1967	WLOS	9:00
Galveston, Texas	August 27, 1967	KPRC	6:30
Greensboro, N. C.	Sept. 10, 1967	WFMY	8:30
Huntsville, Ala.	February 21, 1967	WDEF	10:00
Houston, Texas	August 20, 1967	KPRC	6:30
Harrisonburg, Va.	June 28, 1970	WSVA	6:30
	Aug. 20, 1967	WSVA	2:30

BEWARE THE WIND

CITY	DATE	STATION	P. M.
Hagerstown, Maryland	October 15, 1969	WMAR	8:30
Hartford, Conn.	May 23, 1970	WTIC	6:30
Huntington, Indiana	April 18, 1970	WKJG	6:30
Ithaca, N. Y.	April 14, 1970	WCNY	10:30
	April 15, 1970	WCNY	7:30
Jacksonville, Fla.	July 15, 1970	WFGA	6:30
Johnstown, Penna.	Nov. 18, 1969	KDKA	10:00
Jackson, Mississippi	Feb. 20, 1970	WJTV	8:00
Kansas City, Missouri	Feb. 20, 1970	KMBC	9:00
Kansas City, Kansas	June 1, 1970	KMBC	9:00
Lexington, Ky	June 18, 1967	WFGA	6:30
Louisville, Ky.	June 2, 1967	WAVE	7:00
Lancaster, Pa.	Feb. 16, 1967	WLYH	10:00
Lebanon, Pa.	Feb. 26, 1967	WLYH	10:00
Lincoln, Nebraska	Oct. 18, 1967	WOW	8:00
	Feb. 6, 1969	KUON	7:30
Lexington, Nebraska	Feb. 6, 1969	KLNE	7:30
Liverpool, New York	May 12, 1969	WCNY	8:00
Los Angeles, Calif.	Aug, 23, 1969	KTTV	8:00
Lawrence, Kansas	June 1, 1970	KMBC	9:00
Milwaukee, Wisconsin	Aug. 13, 1967	WVTV	8:00
Mobile, Alabama	Aug. 7, 1967	WALA	9:00

BEWARE THE WIND

CITY	DATE	STATION	P. M.
Manchester, N. H.	July 24, 1967	WHDH	7:00
Minneapolis, Minn.	September 7, 1967	KSTP	8:30
Marion, Indiana	April 19, 1970	WKJG	6:30
Manitowac, Wisconsin	August 13, 1967	WVTV	8:00
New Orleans, La.	Feb. 23, 1967	WDSU	10:30
North Platte, Neb.	Feb. 6, 1969	KPNF	7:30
New Bedford, Mass.	July 24, 1967	WHDH	7:00
	May 12, 1967	WJAR	9:30
New Albany, Ky.	June 2, 1967	WAVE	7:00
New York, N. Y.	April 18, 1970	WNBC	6:00
	April 19, 1970	WNBC	7:45
	May 11, 1969	WPIX	8:30
Niagara Falls, N. Y.	June 24, 1969	WNED	10:30
New Haven, Conn.	May 23, 1969	WTIC	6:30
Natchez, Miss.	Feb. 20, 1970	WJTV	8:00
Newark, N. J.	April 14, 1970	WNBC	6:00
	April 15, 1970	WNBC	7:45
	May 11, 1970	WPIX	8:30
Orlando, Florida	June 17, 1967	WFTV	10:30
Omaha, Nebraska	October 8, 1967	WOW	8:00
	February 6, 1969	KVNE	7:30
Oshkosk, Wisconsin	July 31, 1967	WFRV	7:00
Oakland, Calif.	July 17, 1969	KBIE	7:30
Phoenix, Arizona	August 15, 1967	KTAR	7:30

BEWARE THE WIND

CITY	DATE	STATION	P. M.
Pelham, Georgia	January 31, 1969	WABW	7:00
Providence, R. I.	May 12, 1967	WJAR	9:30
Pueblo, Calif.	May 28, 1967	KOAA	10:30-12:00
	June 4, 1967	KOAA	10:30-12:00
Philadelphia, Penna.	June 29, 1968	WFIL	6:30
	Oct. 14, 1968	WHYY	8:00
Patterson, N. J.	April 18, 1970	WNBC	6:00
	April 19, 1970	WNBC	7:45
	May 11, 1969	WPIX	8:30
Pittsburgh, Penna.	November 18, 1969	KDKA	10:00
Portland, Oregon	June 15, 1970	KOIN	9:00
Rouse, Georgia	February 21, 1967	WDEF	10:00
Racine, Wisconsin	August 13, 1967	WVTV	8:00
Rochester, New York	July 11, 1967	WHEC	10:00
Raleigh, N. C.	September 6, 1967	WTVD	8:30
Reading, Penna.	Feb. 26, 1967	WLYH	10:00
	June 29, 1968	WFIL	6:30
Sharon, Penna.	June 11, 1967	WKYC	11:00
Savannah, Ga.	Jan. 31, 1969	WVAN	7:00
Spartansburg, S. C.	July 11, 1967	WBTV	10:00
	Sept. 10, 1967	WSOC	8:30
St. Augustine, Fla.	July 15, 1967	WFGA	6:30
Springfield, Ohio	June 20, 1968	WTVN	10:30
Santa Fe, N. M.	October 20, 1967	KOB	7:30

BEWARE THE WIND

CITY	DATE	STATION	P. M.
Springfield, Mass.	May 23, 1970	WTIC	6:30
St. Paul, Minnesota	Sept. 7, 1967	KSTP	8:30
Scranton, Penna.	September 4, 1967	WNEP	7:30
San Juan, P. R.	September 17, 1967	WKAQ	10:00
Sacramento, Calif.	July 17, 1969	KBIE	9:30
San Bernardino, Calif.	Aug. 23, 1970	KCTS	7:30
Seattle, Washington	April 23, 1970	KCTS	7:30
Syracuse, N. Y.	April 14, 1970	WCNY	10:30
	April 15, 1970	WCNY	7:30
Salisbury, Marylan d	October 15, 1969	WMAR	8:00
Salem, Oregon	June 15, 1970	KOIN	9:00
Stockton, Calif.	July 17, 1969	KBIE	9:30
Trenton, N. Y.	April 18, 1970	WNBC	6:00
	April 19, 1970	WNBC	7:45
	May 11, 1969	WPIX	8:30
Tacoma, Washington	April 23, 1970	KCTS	7:30
Topeka, Kansas	May 16, 1969	KTWU	6:30
Tallahassee, Fla.	December 17, 1968	WFSU	10:30
Vicksburg, Miss.	February 20, 1970	WJTV	8:00
Winston-Salem, N. C.	July 11, 1967	WBTV	10:00
	September 20, 1967	WSOC	8:30
Wauhegan, Wisc.	August 13, 1967	WVTV	8:00
Waycross, Georgia	January 31, 1969	WXGA	7:00

BEWARE THE WIND

CITY	DATE	STATION	P. M.
Warm Springs, Ga.	January 31, 1969	WKSP	7:00
Worchester, Mass.	July 24, 1967	WHDH	7:00
Wausau, Wisconsin	September 2, 1967	WSAU	6:30
Washington, N. C.	September 8, 1967	WITN	9:30
Wilmington, Delaware	October 14, 1968	WHYY	8:00
	June 29, 1968	WFIL	6:30
Waco, Texas	September 4, 1967	WBAP	8:30
Wilkes-Barre, Penna.	September 4, 1967	WNEP	7:30
Washington, D. C.	March 20, 1967	WRC	8:30
Youngstown, Ohio	June 11, 1967	WKYC	11:00
York, Penna.	February 26, 1967	WLYH	10:00

EAGLE'S LAMENT

CITY	DATE	STATION	P.M.
Allentown, Penna.	September 13, 1969	WFIL	6:00
	March 29, 1970	WGAL	4:00
Alton, Illinois	June 20, 1969	KSD	9:40
Ann Arbor, Michigan	August 24, 1969	WSMB	7:30
New Albany, Kentucky	November 20, 1969	WAVE	7:00
Baltimore, Maryland	September 10, 1969	WMAR	8:00
Bogalusa, La.	May 25, 1969	WDSU	6:60
Boston, Massachusetts	Nov. 21,1969	WGBH	7:30
Bloomington, Ind.	June 29, 1969	WFBM	8:30
Baton Rouge, La.	June 14, 1969	WBRZ	6:30
Bethlehem, Penna.	September 13, 1969	WFIL	6:00
Battle Creek, Michigan	August 24, 1969	WSMB	7:30
Bridgeport, Conn.	April 4, 1969	WHNB	6:00
Covington, Kentucky	March 9, 1970	WKRC	7:30
Chicago, Illinois	April 18, 1970	WFLD	11:30
Cincinnati, Ohio	March 19, 1970	WKRC	7:30
Daytona Beach, Fla.	April 19, 1970	WFTV	5:30
Dallas, Texas	July 7, 1970	KDFW	9:00
Decatur, Indiana	April 26, 1970	WKJG	6:30
Dayton, Ohio	March 19, 1970	WKRC	6:30
East Lansing, Mich.	August 24, 1969	WSMB	7:30
Everett, Washington	April 2, 1970	KCTS	8:00
Elgin, Illinois	April 18, 1970	WFLD	11:30

EAGLE'S LAMENT

CITY	DATE	STATION	P. M.
Frederick, Maryland	September 10, 1969	WMAR	8:00
Freeport, Illinois	April 11, 1970	WMTV	7:30-8:30
Flint, Michigan	August 24, 1969	WSMB	7:30
Fort Worth, Texas	July 7, 1970	KDFN	8:00
Fort Wayne, Indiana	April 26, 1970	WKJG	6:30
Frankfort, Kentucky	November 20, 1969	WAVE	8:00
Gainesville, Fla.	August 3, 1969	WUFT	8:00
Green Bay, Wisconsin	May 31, 1970	WFRV	7:30
Gary, Indiana	April 18, 1970	WFLD	11:30
Harrisonburg, Va.	June 21, 1970	WSVA	6:30
Hagerstown, Md.	September 10, 1969	WMAR	8:00
Huntington, Indiana	April 26, 1970	WKJG	6:00
Hartford, Connecticut	April 4, 1970	WHNB	6:00
Harrisburg, Penna.	September 10, 1969 March 29, 1970	WMAR WGAL	8:00 9:00
Indianapolis, Ind.	June 29, 1970	WFBM	8:30
Jackson, Mississippi	March 25, 1970	WJTV	8:30
Jackson, Michigan	August 24, 1969	WSMB	7:30
Kansas City, Missouri	June 1, 1970	KMBC	9:00
Kokomo, Indiana	June 29, 1970	WFBM	8:30
Kansas City, Kansas	June 1, 1970	KMBC	9:00

EAGLE'S LAMENT

CITY	DATE	STATION	P.M.
Lafayette, Indiana	June 29, 1969	WFBM	8:30
Lawrence, Kansas	August 29, 1969	KYWU	8:30
Los Angeles, Calif.	January 31, 1970	KTTV	6:30
	February 1, 1970	KTTV	9:30
Louisville, Ky.	November 20, 1969	WAVE	8:00
Marion, Indiana	April 26, 1970	WKJG	6:30
	June 29, 1969	WFBM	8:30
Mobile, Alabama	June 1, 1970	WALA	5:00
Milwaukee, Wisc.	January 18, 1970	WVTV	9:00
Minneapolis, Minn.	March 29, 1970	WTCN	10:00
	April 9, 1970	KTCA	9:00
Manchester, N. H.	November 21, 1969	WGBH	7:30
Madison, Wisconsin	April 11, 1970	WMTV	7:30-8:30
Muncie, Indiana	June 29, 1969	WFBM	8:30
Manitowac, Wisc.	Jan. 18, 1970	WUTV	9:00
Norfolk, Virginia	May 9, 1970	WTAR	8:00
New Orleans, La.	May 25, 1969	WDSU	6:30
New Bedford, Mass.	Nov. 21, 1969	WGBH	7:30
New York, N. Y.	June 22, 1969	WPIX	9:30
Newport News, Va.	May 9, 1970	WTAR	8:00
New Haven, Conn.	April 4, 1970	WHNB	6:00
Natchez, Mississippi	March 15, 1970	WJTV	8:30

EAGLE'S LAMENT

CITY	DATE	STATION	P.M.
New Albany, Kentucky	November 20, 1969	WAVE	8:00
Newark, New Jersey	June 22, 1969	WPIX	9:30
Oakland, California	Jan. 25, 1970	KGSC	8:30
Orlando, Florida	April 19, 1970	WFTV	5:30
Portsmouth, Va.	May 9, 1970	WTAR	8:00
Philadelphia, Penna.	Sept. 13, 1969	WFIL	6:00
Phoenix, Arizona	Jan. 18, 1970	KTVK	9:00
Portland, Oregon	May 20, 1970	KOIN	9:00
Pensacola, Florida	June 1, 1970	WALA	5:00
Providence, R. I.	Nov. 21, 1969	WGBH	7:30
Petersburg, Virginia	May 9, 1970	WTAR	8:00
Patterson, N. J.	June 22, 1969	WPIX	9:30
Racine, Wisconsin	Jan. 18, 1970	WUTV	9:00
Reading, Penna.	Sept. 13, 1969 March 29, 1970	WFIL WGAL	6:00 4:00
Rockford, Illinois	April 11, 1970	WMTV	7:30-8:30
St. Louis, Missouri	June 20, 1969	KSD-TV	9:40
Sacramento, Calif.	Jan. 25, 1970	KGSC	8:30
Springfield, Massachusetts	April 4, 1970	WHNB	6:00
Salisbury, Maryland	Sept. 10, 1969	WMAR	8:00

EAGLE'S LAMENT

CITY	DATE	STATION	P.M.
Seattle, Washington	April 2, 1970	KCTS	8:00
Salem, Oregon	May 20, 1970	KOIN	9:00
Springfield, Ohio	March 19, 1970	WKRC	7:30
San Francisco, Calif.	Jan. 25, 1970	KGSC	8:30
St. Paul, Minnesota	Mar. 29, 1970	WTCN	10:00
	Apr. 9, 1970	KTCA	9:00
San Bernardino, Calif.	Jan. 31, 1970	KTTV	6:30
	Feb. 1, 1970	KTTV	9:30
San Jose, California	Jan. 25, 1970	KGSC	8:30
Stockton, California	Jan. 25, 1970	KGSC	8:30
Salinas, California	Jan. 25, 1970	KGSC	8:30
Scranton, Penna.	April 19, 1970	WNEP	7:30
Trenton, N. J.	June 22, 1969	WPIX	9:30
Tacoma, Washington	April 2, 1970	KCTS	8:00
Topeka, Kansas	Aug. 29, 1969	KYWU	8:30
Vicksburg, Mississippi	Mar. 15, 1970	WJTV	8:30
Wilmington, Delaware	Sept. 10, 1969	WMAR	8:00
	Sept. 13, 1969	WFIL	6:00
Worchester, Mass.	Nov. 21, 1969	WGBH	7:30
Waco, Texas	July 5, 1970	KRLD	7:30
Washington, D. C.	July 26, 1969	WRC	7:00
Wilkes-Barre, Penna.	April 19, 1970	WNEP	7:30
Wauhegan, Wisc.	Jan. 18, 1970	WJTV	8:30
York, Penna.	Sept. 10, 1969	WMAR	8:00
	Sept. 13, 1969	WFIL	6:00

MARKETS COMMITED

Appleton, Wisconsin

Akron, Ohio

Buffalo, New York

Cleveland, Ohio

Elmira, New York

Evansville, Indiana

Fond du Lac, Wisconsin

Fort Lauderdale, Florida

Miami, Florida

Niagara Falls, N. Y.

Oshkosh, Wisconsin

Palm Beach, Florida

Rouse, N. Y.

Rochester, N. Y.

Syracuse, New York

Sharon, Pennsylvania

Utica, N. Y.

Youngstown, Ohio

In addition, EAGLE'S LAMENT will be simulcast on June 16, 1970 at 8:00 PM over the entire Western Educational Network. This network includes eighteen stations in the following cities:

California

- Los Angeles
- Redding
- Sacramento
- San Bernardino
- San Diego
- San Francisco
- San Jose
- Eureka

Oregon

- Portland
- Corvallis

Utah

- Provo

Nevada

- Las Vegas

Washington

- Seattle
- Tacoma
- Pullman
- Yakima

Hawaii

- Honolulu

Idaho

- Moscow

With this showing, it is estimated that there will be 1,647,335 personal viewings of EAGLE'S LAMENT.

VI.

Case Studies of Selected Cities In Which BEWARE THE WIND and EAGLE'S LAMENT Have Appeared

MOBILE, ALABAMA

BEWARE THE WIND was scheduled on station WALA-TV on Monday, August 7, 1967, from 9:00 - 9:30 PM.

I. PREFACE

This program was carried with Dr. George Newburn, Public Health Officer of Mobile, Mr. Arch Winters, Mobile City Planning Consultant; and Mr. Jim Fibbey of the Mobile County Board of Health. The program was accepted by the station as an excellent treatment of the subject.

II. PROCEDURE

Several trips were made to Mobile and a number of meetings were held with Program Director Claude Evans at WALA-TV. Mr. Evans was pleased with the opportunity to air BEWARE THE WIND and took it upon himself to work with the Medical Society.

The station management became quite involved in the community with the air pollution issue. The program was screened for a group of community leaders and industrial groups. Mr. Evans reported the result of that showing in these words:

> "Last week we previewed the presentation for various community leaders involved in major industrial manufacturing in the area and, although they were rather sensitive about the problem, they agreed that the documentary was a good one and something everyone should be made aware of."

One of the reasons for our success in Mobile was the fact that both the television station and the Medical Society involved themselves in outside community activities, using the program in conjunction with these activities.

The reaction to the broadcast was, in the words of Mr. Evans:

> "The production was an excellent one in every respect. . . everyone agreed that you dealt with the subject in a very professional way."

BEWARE THE WIND was so successful that station WALA-TV has plans to broadcast EAGLE'S LAMENT in the near future.

III. SUMMARY

BEWARE THE WIND was televised in Mobile by station WALA-TV in prime time. The station itself was most helpful in obtaining participants for the open-end. The Medical Society gave its full support to this effort and cooperated with the management of WALA.

It should be emphasized that because of excellent rapport between the broadcasters and the medical groups in Mobile, a program of this type could be scheduled without any problem.

THE MEDICAL SOCIETY OF MOBILE COUNTY
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POST OFFICE BOX 4266
MOBILE, ALABAMA 36604
TEL 433-1604

OFFICERS
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PRESIDENT
H. N. WEBSTER, JR., M. D.
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HERBERT V. ALLEN, M. D.
SECRETARY
WILLIAM P. COATS, M. D.
TREASURER
JEAN B. CRIDER
EXECUTIVE SECRETARY

BOARD OF HEALTH
EDWARD F. CRIPPEN, M. D.
HEALTH OFFICER
THOMAS D. DAVIS, M. D.
HENRY M. GEWIN, M. D.
ROBERT T. KING, M. D.
JOHN W. DONALD, M. D.
SIDNEY C. PHILLIPS, M. D.

11 May 1967

Murdock Head, M. D.
The George Washington University
Airlie Center
Warrenton, Virginia

Dear Dr. Head:

The programs outlined in your recent letter certainly do provide interesting and important television viewing. The Medical Society of Mobile County assuredly would sanction such programs. There are several articulate physicians from whom we could afford panel discussion.

I will contact Mr. Ray McGuire at WALA-TV in the near future concerning this.

With regards,

Herbert V Allen
Herbert V. Allen, M. D.
Secretary

HVA/jbc
cc: Mr. Ray McGuire

WALA-TV
ROYWOOD CORPORATION
210 GOVERNMENT STREET MOBILE, ALABAMA 36601

1 August, 1967

Dr. Murdock Head
GEORGE WASHINGTON UNIVERSITY
Airlie Center
Warrenton, Virginia

Dear Dr. Head:

"Beware the Wind" has been scheduled for prime time viewing Monday, August 7, 1967, 9:00-9:30 PM.

We were fortunate in being able to acquire the services of our public health officer, Dr. George Newburn, in arranging a local tag to the film, discussing our local air pollution problem and steps being taken to control it. Dr. Newburn's guests were Mr. Arch Winters, Mobile City Planning Consultant, and Mr. Jim Fibbey of the Mobile County Board of Health. The presentation was excellent in every respect and we anticipate many favorable comments.

Last week, we previewed the presentation for various community leaders involved in major industrial manufacturing in the area and, although they were rather sensitive about the problem, they agreed that the documentary was a good one and something everyone should be made aware of.

We are going to begin work on "The Savage Cell" and try to get it on the air as quickly as possible.

Best wishes,

WALA-TV

Claude Evans

Claude Evans,
Program Director

182

CE:bv

WALA-TV

ROYWOOD CORPORATION

210 GOVERNMENT STREET MOBILE, ALABAMA 36601

18 August, 1967

Mrs. Charlotte Fowler
Assistant to the Chairman
AIRLIE PRODUCTIONS
Warrenton, Virginia 22186

Dear Mrs. Fowler:

We would like to pass on the reaction we received concerning our presentation of "Beware the Wind," last August 7.

The production was an excellent one in every respect. The transmission of color television signals has become an important part of our industry today and we would like to compliment you on the excellent color print which you sent us.

We did not broadcast from the film directly, but made a video tape copy. The color resolution remained constant throughout and one of our technicians noted that the quality was superb.

As we said before, the content and format were gone over carefully prior to airing and everyone agreed that you dealt with the subject in a very professional way.

We will advise as soon as possible when we plan to air "The Savage Cell."

Best wishes,

WALA-TV

Claude Evans

Claude Evans,
Program Director

CE:bv

[illegible]

WALA-TV

UNIVERSAL COMMUNICATIONS CORPORATION
Affiliated with NBC Television Network

210 GOVERNMENT STREET MOBILE, ALABAMA 36601

March 24, 1970

Mr. Barry Allentuck
George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mr. Allentuck:

We would be glad to take into consideration programming your new air pollution film, "Eagle's Lament", in prime time.

Please send us a print for screening at your earliest opportunity.

Regards,

Claude Evans

Claude Evans,
Program Director

CE:bg

THE MOBILE REGISTER

TODAY'S TELEVISION

(N). Network Listings Are Furnished By Respective Stations.

3	5	10	13	42
WEAR	WKRG	WALA	WLOX	WEIQ

MONDAY, AUG. 7, 1967

8:30 5 **William Winter Political Program.** Candidate for Governor.

3 **Peyton Place. I.** C Blackmail gets Norman a job at the mill; Steven tells Betty how Adrienne's husband died; Rita reveals thoughts about her expected baby to Constance. (N)

13 **William Winter.** Candidate for Mississippi Governor.

9:00 [illegible] **Million Dollar Movie.** C "Pagan Love Song" (1950). Esther Williams, Howard Keel. Tuneful and eye-filling musical.

10 **Beware the Wind.** [illegible] Robert Preston narrates a documentary on public and private attention to the problem of air pollution. (N)

3 **Big Valley.** C "Showdown in Limbo." Heath Barkley helps a marshal and his son take an outlaw gang leader to Stockton, knowing that the criminal's gang will try to rescue him. (N) (R)

13 **John Bell Williams.** Candidate for Mississippi Governor.

42 **Jazz Casual.** The Paul Winter sextet demonstrates its style, which i a blend of contemporar jazz and bossa nova.

:30 10 **Ross Barnett Politic Program.** Candidate fo Mississippi Governor.

PHOENIX, ARIZONA

EAGLE'S LAMENT was televised on Sunday night, January 18, 1970, from 9:30 - 10:00 PM, over KTVK-TV, ABC in Phoenix.

I. PREFACE

The program was carried with Norman Schell, Director of the Air Pollution Control Division of the Arizona State Department of Health. The program was accepted by the station as the best treatment of air pollution the management had seen to date.

Our rapport with station KTVK in Phoenix has been great and has been one of continuing pleasant relationships with both the station and with the local medical people. The Executive Secretary of the Maricopa County Medical Society, Mr. Fred Mitten, is one of the most forward looking and cooperative members of the fraternity and has been most helpful to us.

II. PROCEDURE

A trip was made to Phoenix and a lengthy meeting was held with Mr. Chuck Glance, Program Director of KTVK. Mr. Glance screened

EAGLE'S LAMENT and found it to be of excellent quality. He has a great interest in air pollution as do many of the citizens of Phoenix.

The station took it upon itself to work with the Medical Society and we found that this was a most encouraging step on the part of a broadcaster. Frequently, broadcasters do not have the rapport with Medical Societies that is necessary. We found Mr. Glance, however, to be an exceptional person. He is truely dedicated to his community and his profession, and is one of those rare individuals who believes that television's responsibility to the public is of the utmost importance.

Because the Phoenix regional air pollution hearings were held near the date of broadcast, Mr. Glance felt that the "open-end" segment should be devoted to a discussion of the hearings. Consequently, he invited Mr. Norman Schell, Director of the Air Pollution Control Division of the Arizona State Department of Health to participate. Mr. Schell agreed, and the segment contained a discussion on past and future hearings.

One of the reasons for our success in Phoenix was the fact that the community has become increasingly concerned about their air pollution problem. Phoenix, once the cleanest area in the country, is now as heavily polluted as many, more industrialized cities.

Also, the station took it upon itself to promote the program effectively. More important than the usual program listings in newspapers and television publications, EAGLE'S LAMENT was promoted by all "on the air" personalities for one complete week prior to broadcast. In addition, a press release on the production was sent to all news publications and many responsible community leaders.

III. CONCLUSION

A. The establishment of rapport at top level management in a station is most important for success in scheduling.

B. Phoenix is receptive to air pollution programming because of its major concern with the quality of its own air.

C. Phoenix represents a major Western market and is a city in which we feel grateful to have such excellent cooperation from the station.

D. Future programming in Phoenix will be comparatively easy for us because of the rapport established with the station and because of their fine acceptance of EAGLE'S LAMENT.

It should be pointed out that, because of the excellent rapport between broadcasters and the medical groups in Phoenix, a program of this type could be scheduled without any problem. We will be able to use the scheduling of EAGLE'S LAMENT there and the excellent results following for promoting scheduling of a similar nature in other communities.

IV. BEWARE THE WIND

BEWARE THE WIND was scheduled for broadcast on August 15, 1967, at 7:30 PM over station KTAR-NBC, Phoenix.

The presentation went smoothly and received favorable reaction from the station and the citizens of Phoenix. We were quite satisfied with our relation with thisstation, however, when it came time to schedule EAGLE'S LAMENT, we found that the Medical Society had established a better rapport with station KTVK. We, therefore, felt it appropriate to switch affiliations.

ARIZONA TELEVISION COMPANY
3435 NORTH 16TH STREET
PHOENIX, ARIZONA 85016
TELEPHONE (602) 266-5691

December 23, 1969

Mr. Barry Allentuck,
Project Coordinator
George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Barry:

Thanks for the information you sent with your letter. I've been rather busy, and just looked at "EAGLE'S LAMENT" yesterday. I'll have it dubbed and get the film back to you in a few days.

I've set Sunday January 17, 1970, 9:30-10:00 PM for the telecast. I'm trying to get Norman Schell of the State Health Dept. to handle the open part of the program. As yet, I've not been able to reach him.

Regarding the film, I must say its the best treatment of air pollution I've seen. If it doesn't jar some of our silent citizens loose, nothing will. We will have the telecast listed in the TV Guide, and in our newspaper column. Also, the week prior to the telecast, all "on the air" people will call attention to the program. I plan also to send out some letters to responsible community leaders about the telecast. I have a feeling we'll have a good share of the Sunday night viewers. It's interesting that more and more people are becoming aware of the problem. Let's hope we can solve it very soon.

I was quite interested in the brochure on Airlie Foundation and Conference Center. It looks like it would lend itself to some fine conference atmosphere.

My very best wishes for a Happy Holiday and a good New Year. I hope you'll have an opportunity to get out our way again soon.

Cordially,

Chuck

Chuck Glance
Program Director

CG:mc

ARIZONA TELEVISION COMPANY
3435 NORTH 16TH STREET
PHOENIX, ARIZONA 85016
TELEPHONE (602) 266-5691

FOR IMMEDIATE RELEASE
(press contact: Chuck Glance, 266-5691)

January 9, 1970

KTVK-TV SPECIAL EXPLORES AIR POLLUTION

EAGLE'S LAMENT, narrated by Arthur Godfrey, explores the extent of air pollution from a pilot's point of view. The special will be telecast next Sunday, January 18th, at 9:30 PM.

EAGLE'S LAMENT traces the flight of a commercial pilot through the country's atmosphere. "We who fly across the country are increasingly concerned about air pollution...perhaps because we are more familiar with the nationwide spread," says Godfrey.

The lush woods, mountains and streams of "America the Beautiful" are contrasted with the increasing number of factories, deluged trash dumps, and smog-heavy air. The results of our civilized progress are described as toxic and as a threat to human life and to nature's purifiers of the air and plant life.

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Godfrey, who has more than 14,000 hours flying time in his 39 years as a pilot, reminisces about his early days in the air: "Gosh, it used to be so beautiful," he says. "We who fly used to look down and see rivers and lakes and ponds sparkling in the sun. We'd fly over hundreds of miles of deep woods as slowly as we dared, hoping to catch a glimpse of the fleeting fauna below." Things have changed greatly since then, Godfrey points out. "Today, when I look down, well, it's often like looking down the chimney of a smokey fireplace."

Another vivid illustration of the effects of air pollutants is shown when the camera closes in on Cleopatra's Needle, which stands behind the Metropolitan Museum in New York. One side of the Needle, covered with hieroglyphic writing, is shown. The camera then shows another side, one exposed to the prevailing winds. On that side, the hieroglyphics have been corroded away over a period of only 100 years.

"It might have been better to leave the obelisk in the Egyptian desert," Godfrey comments. "There, the writing on all four sides remained deciperable for more than 3000 years. But, you see, in this country, we have something more corrosive--we have air pollution."

EAGLE'S LAMENT was produced by Dr. Murdock Head, professor and chairman of the George Washington University Medical Center Department of Medical and Public Affairs in Washington, D.C.

* * * * * * * * * * * * * * * * * *

7-38

**SERTOMA CLUB
OF
SCOTTSDALE**

**P. O. BOX 1081
SCOTTSDALE, ARIZONA 85252**

February 12, 1970

Mr. Barry Allentuck
Project Coordinator
George Washington University
Warrenton, Virginia 22186

Re: "Eagle's Lament"
16 MM Movie

Dear Mr. Allentuck:

Recently I observed the above movie, narrated by Mr. Arthur Godfrey, on KTVK Channel 3, Phoenix, Arizona.

I am Program Chairman for Sertoma Club of Scottsdale. We have a very active 55 member club. We have also started five other Sertoma Clubs in the Scottsdale area within the last five years.

We would very much appreciate the opportunity of showing the above movie to our club, and the others. I feel that it carries a definite public message put across in an impressive manner. Consequently, I would very much like to use the film on March 10, 1970. Naturally, we will pay any postal expenses as well as take full responsibility for the protection and immediate safe return of same.

I will appreciate it if you will inform me if the above is agreeable and feasible. Anything you can do to help honor this request will be humbly appreciated. Any advance literature you may have regarding the film will be most helpful.

Please direct all correspondence, and hopefully the movie, to my attention at my business address which is:

Robert A. Jarvie
Motorola Communications & Electronics, Inc.
222 W. Osborn Rd.
Suite 201
Phoenix, Arizona 85013

Sincerely,

Robert A. Jarvie
Vice President &
Program Chairman

THE
WEST'S
MOST WESTERN
TOWN

"Service To Mankind"

Mesa Community College
MARICOPA COUNTY JUNIOR COLLEGE DISTRICT
1833 WEST SOUTHERN AVENUE • MESA, ARIZONA 85201
TELEPHONE 969-5521

Mr. Barry Allentuck
Project Co-Ordinator
George Washington University
Warrenton, Virginia 22186

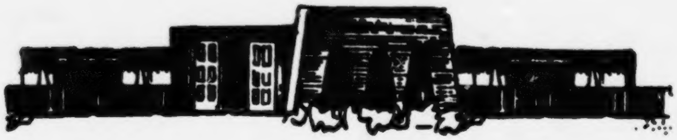
Dear Mr. Allentuck,

We, at Mesa Community College, are presently planning to participate in the Environmental Teach-In April 22, and would appreciate your help in the execution of a preliminary program. We feel that your film EAGLE'S LAMENT would be well suited for such a purpose. Our preliminary program is tenatively scheduled for March 19, and we would like to know if this film would be available at that time. Also, if you could send us a list of films which deal with the problems of overpopulation and pollution, we would greatly appreciate this. This will be a community service program. Please contact me as soon as possible, that I may make the necessary arrangements. Thank you for your kind attention.

Sincerely,

Richard Mauzy

Richard Mauzy,,
Assoc. Students Vice-President



MINNEAPOLIS, MINNESOTA

EAGLE'S LAMENT was scheduled for Sunday, March 29, 1970, at 10:00 PM, over station WTCN in Minneapolis.

I. GENERAL

Because the regional air pollution hearings were coming up in the St. Paul-Minneapolis area, it was felt imperative that EAGLE'S LAMENT be scheduled at the earliest possible date. The hearings were set for March 25th.

Television station WTCN was approached and a screening of the program was arranged with Howard Reser, the Program Director of the station. Upon viewing the production, Mr. Reser believed immediate scheduling was appropriate. A last minute shift in programming was made, and EAGLE'S LAMENT was put into the 10:00 PM Sunday slot, on March 29th just four days after the Minneapolis-St. Paul hearings.

Because of this last minute scheduling, it was impossible for the station to list the show in the newspaper television programs. It was necessary for WTCN to devote considerable time to "on the air" promotion of their special.

Mr. Thomas Cook, Executive Secretary of the Hennepin County Medical Society, was contacted and a screening date was set. After viewing EAGLE'S LAMENT, Mr. Cook gave his full support to the project.

Dr. Harold Paulas of the University of Minnesota was selected to participate in the "open-end". He is considered a nationally known expert on the air pollution problem. The program was localized during this segment.

The program was received so well that the educational television station connected with the University of Minnesota, KTCA, asked to rebroadcast it. This was done on April 9th at 9:00 PM.

WTCN received many favorable comments about the production, and felt it to be of superior quality and content.

II. CONCLUSION

A. It was very gratifying for us to achieve the time for which EAGLE'S LAMENT was scheduled. We feel that this demonstrates an advance in our efforts to establish a rapport in this important market area.

We were, indeed, pleased that we were able to have the production scheduled on such short notice and that its airing was in conjunction with the public air pollution hearings in Minneapolis.

B. We were convinced that the broadcasting interest was satisfied with the production value of EAGLE'S LAMENT, and felt it to be a worthwhile programming venture.

C. The Medical Society was also pleased with EAGLE'S LAMENT and did not hesitate giving its support to the project.

III BEWARE THE WIND

BEWARE THE WIND was scheduled for September 7, 1967, at 8:30 PM, over station KSTP-TV.

KSTP - TV has been difficult for us to work with in the past, due, in part, to an ultra-conservative Medical Society. On several occasions, we have scheduled programs on this station only to have the schedule changed.

We were distressed to learn that this occurred because of lack of cooperation on the part of the Medical Society in providing physicians to participate at the arranged taping time.

This is one of the most difficult problems that we face in projects of this nature. A quality program can be produced and the station can be encouraged to use it in its best time period. After many weeks of work and planning, for one reason or another -- lack of interest, lack of understanding, or emergencies -- the physicians can fail to appear for a taping without appointing substitutes.

Although BEWARE THE WIND was well received by the station and its management, our relationship with them became strained because of the lack of cooperation by the physicians. When it came time to schedule EAGLE'S LAMENT in this community, we felt it appropriate to change station affiliations to WTCN, as we learned that the Medical Society had established a good rapport with this station.

WTCN TELEVISION, INC. 11
[illegible] BOULEVARD MINNEAPOLIS [illegible]

April 2 1970

Mr. Barry Allentuck
George Washington University
Medical Center
Warrenton Virginia 22186

Dear Barry:

Everything did indeed go smoothly with our presentation of Eagles Lament. We ran it at 10pm on Sunday March 29th. For the local segment, I did an interview with Dr. Harold Paulus of the University of Minnesota. He is considered a nationally known expert on the air pollution problem.

As for reaction, I have heard many fine comments. Dr. Paulus thought the film made some excellent points, and was well done. The fact that the University of Minnesota requested the film for showing on a local educational station, after it was shown on WTCN, speaks for itself.

I am familiar with your productions, and so was not surprised at the excellent photography, and editing. As you are no doubt aware, color, has become indispensible in television films. In fact this one would have lost much of its impact, without color. The quality was excellent, and we look forward to airing more of your productions in the future.

Sincerely Yours,

Ed Moore

Ed Moore
Public Affairs Director

KSTP • AM • FM • TV KOB • AM • TV WGTO • AM HUBBARD BROADCASTING, INC.

RADIO AND TELEVISION
3415 UNIVERSITY AVE. • MINNEAPOLIS • ST. PAUL, MINNESOTA 55114

October 11, 1967

Mrs. Charlotte Fowler
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mrs. Fowler:

We telecast your documentary "BEWARE THE WIND" on September 7th 8:30-9:00 pm local time. I thought the film and the local interview went very weel.

I must admit that we did not receive very many comments about this program from the public. Unfortunately, it seems that many people are quick to complain about a bad program and very slow about making comments about an exceptionally good program. I am sorry that I do not have any further comments from the public.

As far as myself and the management of this station, we felt that this was a well-produced film which did a good job about focusing the public's attention on the problems on air pollution.

Sincerely,

Loren Mathre

Loren W. Mathre
Program Coordinator

LWM-rh

WASHINGTON, D. C.

EAGLE'S LAMENT was broadcast in color in Washington, D. C. on Saturday, July 26, 1969 at 7:00 PM over WRC-TV, NBC/

I. PREFACE

EAGLE'S LAMENT was previewed by Thomas Sadler, Executive Director of the Medical Society of the District of Columbia, and by Dr. Brian Blades and Dr. Patrick Doyle, members of the Medical Society's Air Pollution Committee. All agreed that the program was an effective vehicle for relating important information about air pollution and were enthusiastic about co-sponsoring the program.

The production was then shown to Mr. Burton Bridgens, Director of Public Affairs at WRC who felt that the production quality, color, content and public interest of the program was of a high degree and agreed to broadcast it at the earliest possible date.

Mr. William E. Smart, Editor of TV CHANNELS was shown the program and he approved it for public interest and suggested a column in the magazine. This type of attention is seldom afforded a broadcast of this nature. Mr. Smart seemed quite confident that the program was of excellent quality and of sufficient interest to the public to warrant this attention.

The attached article appeared in TV CHANNELS, THE WASHINGTON POST, on Sunday, July 27, 1969.

II. PROCEDURE

There are ordinarily only two questions of any consequence to be answered involving the production of television programs for the public. These questions are: First, did the program go on the air over open-circuit? Second, what time did it go on the air? Concerning the Washington, D. C. broadcast of EAGLE'S LAMENT, these two questions were answered to our satisfaction.

Both the television interest and the critics were favorably impressed with the program and it was scheduled for viewing in prime time. Washington, D. C. is one of the most difficult cities in which to schedule public affairs television because of the quality of competitive programming. Washington is the site of most of the important news and public affairs programs -- just as New York and Los Angeles are for dramatic programs and motion pictures. We, therefore, feel that any program which has been favorably received in Washington will be even more successful in other areas, including cities such as New York and Chicago, which are larger than Washington in population.

We received many favorable comments from a number of people watching the show, including members of the medical society of the District of Columbia.

Appearing on the "open-end" segment of this program were: Dr. Murdock Head, Executive Producer of the show; Dr. John Middleton, Administrator, National Air Pollution Control Administration; and Charles C. Johnson, Administrator, Consumer Protection and Environmental Health Services. The "open-end" is important to the stations because it allows them an opportunity to include the show in their local public affairs programming required for license renewal. The "open-end" is also important as it affords the local physician an opportunity to participate, offering the program an "official" status with the local medical community.

III. CONCLUSION

A. EAGLE'S LAMENT has been tested and shown in Washington, D. C. in prime time. The critics offered the show top critical review. It was then tested in New York, Chicago, and Los Angeles. In each of these cities it was agreed that the Washington test was a realistic and satisfactory one and that the program could be scheduled during prime time in these cities when it was made available for distribution.

B. The content, color and production quality of EAGLE'S LAMENT are such that the broadcasters are willing to place the show on their schedule in prime time.

C. It is apparent that medical societies are interested in using EAGLE'S LAMENT as a device to inform the public regarding air pollution.

D. Major cities tested in an evenly spread geographic sampling of the country including Northeast, Midwest and West have afforded us a good indication of the acceptability of the program in various market areas. This, we believe, offers a substantial indication of its acceptability throughout the country.

IV. BEWARE THE WIND

BEWARE THE WIND was scheduled on Monday, March 20, 1967, at 8:30 PM to be broadcast by WRC-TV., NBC.

The procedures and methods followed in scheduling EAGLE'S LAMENT had been followed in the scheduling of BEWARE THE WIND. This program met with great critical acclaim from Mr. Lawrence Laurent TV Editor for the WASHINGTON POST, and was well accepted throughout the medical and lay community.

Appearing on the "open-end" segment of this production were: Dr. Murdock Head, Executive Producer of the show; Senator Edmund S. Muskie (D. - Me.); and Dr. Robert J. Coffey, President of the Medical Society of the District of Columbia.

WRC-TV
NBC OWNED STATIONS A DIVISION OF [illegible] INC
[illegible] NEBRASKA AVENUE, N.W., WASHINGTON, D.C. [illegible] EMERSON [illegible]

July 3, 1969

Dear Frank,

Here's what I came up with after the screening last Tuesday. Don't know if it sums up the entire film, but it registers a few of the points.

As you probably already know, our mailing list for press releases like these is quite large... includes over 100 local publications and all of the NBC Owned stations, plus the WRC-TV administrative personnel.

Thank you so much for sending on the script. It's always good to have one, since often times people call in about particular items in a film. This way we will have the answers on hand.

Thanks again for bringing your film out!

Cordially,

Carol T.

from WRC TV 4
NATIONAL BROADCASTING COMPANY/4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016

FOR IMMEDIATE RELEASE:

July 2, 1969
Carol Thacher

ARTHUR GODFREY TO NARRATE "EAGLE'S LAMENT", A PROBE INTO OUR AIR POLLUTION,ON WRC-TV

Professional concern about the increasing pollution of our air is currently running high. Many states are now preparing comprehensive plans for controlling air pollution on a regional basis. Just how critical the situation really is will be the subject of a special Channel 4 colorcast entitled "Eagle's Lament", to be aired on Saturday, July 26th at 7:00 P.M.

"Eagle's Lament" contrasts the lush woods, mountains and streams of "America the Beautiful" with the increasing number of factories, deluged trash dumps and smog-heavy air. Arthur Godfrey, who has been a private pilot for years, serves as narrator for this exploration into the extent of air pollution. As he notes, the pilot of today -- with his bird's eye view of the land -- can best see the distressing sight. "It's often like looking down the chimney of a smokey fireplace..." is Mr. Godfrey's vision of our air. Indeed, the results of our civilized progress are toxic.

As more and more American automobiles congest our roads, the exhaust from their engines chokes our atmosphere. Today's jet planes poison a portion of the atmosphere in their wakes.

----more----

("Eagle's Lament" - Continued)

Even the rockets which send men to the moon add harmful elements to the air.

The film follows a commercial pilot as he traces through the country's atmosphere. As he mentions, not only does the air pollution threaten man's health -- it jeopardizes the existence of our plant life, Nature's purifiers of air. The pilot's comments and his aerial views serve as a vehicle for expressing the film's concern....to awaken public interest and encourage action.

"Eagle's Lament" was produced by Dr. Murdock Head, Professor and Chairman of the George Washington University Medical Center Department of Medical and Public Affairs. The film was written and directed by William Templeton.

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Local Programs July 26-August 1

TV GUIDE

Specials

Eagle's Lament	Sat. 7 P.M. (4)
Round and Round	Sat. 8 P.M. (5)
An Evening With	Sat. 8:30 P.M. (5)
The Welfare Game	Sun. 4 P.M. (7, 13)
The President's Trip	Sun. 7:30 P.M. (2, 9, 16, 43), Tues. 10:30 P.M. (2, 9), Fri. 11:30 P.M. (9, 43)
A Prince for Wales	Mon. 7:30 P.M. (13)
Black Journal	Mon. 9 P.M. (26)
Harlem Festival	Mon. 10 P.M. (2, 9, 16, 43)
Soul Talk	Tues., Wed. 2:30 P.M. (26)
Fanny Kemble	Tues. 9 P.M. (26)
Football Is Back	Tues. 10 P.M. (9)
Eartha Kitt	Wed. 10 P.M. (11)
Report on Medicare	Fri. 8 P.M. (7, 13)

Saturday

EVENING

7:00 ④ **EAGLE'S LAMENT—*Report*** Ⓒ
Special: An examination of the critical situation facing the nation as a result of the increasing amount of pollution in the air. Contrasting views focus on woods, mountains and streams as typified in "America the Beautiful," then the increasing number of factories, trash dumps and the smog-filled cities. The film traces the flight of a commercial pilot through the country's atmosphere, pointing out air pollution as a threat to one's health and the damage it does to nature's purifiers of the air—plant life. Produced by Dr. Murdock Head of George Washington University. Written and directed by William Templeton. Narrator: Arthur Godfrey.

⑤ **McHALE'S NAVY—*Comedy***
McHale's boat is hit by a torpedo, and the explosion exposes Gruber's illegal laundry. Gruber: Carl Ballantine. McHale: Ernest Borgnine. Binghamton: Joe Flynn.

⑦ **PORTER WAGONER—*Music*** Ⓒ
Guest: Carl Smith.

⑧ **COUNTRY CARNIVAL** Ⓒ

⑨ ⑪ **NEWS, WEATHER, SPORTS** Ⓒ

⑬ **MOVIE—*Drama***
"The Hoodium Priest." (1961) Based on incidents in the life of Father Charles Dismas Clark, a St. Louis priest who devoted his life to the rehabilitation of ex-convicts. Father Clark: Don Murray. Jackson: Keir Dullea. Rosen: Larry Gates. Hale: Logan Ramsey. (90 min.)

⑭ **MOVIE—*Double Feature***
1. "The Powers Girl." (Drama; 1942) A small-town schoolteacher loses her job when her photograph is prominently displayed in a national magazine. George Murphy, Anne Shirley, Carole Landis.

TV Highlights

7 p.m. (4) Eagle's Lament. The critical air pollution situation is the subject of this program. Arthur Godfrey serves as narrator for the exploration into the extent of air pollution. The last eight minutes of the program are devoted to a live studio discussion with participants from the Washington, D.C. area.

9:30 p.m. (7) The Johnny Cash Show. Country-pop singer Marty Robbins, songstress Lynn Kellogg and singing comedian Charlie Manna are tonight's guests. They join Mother Maybelle Carter and the Carter Sisters.

Detailed listings of TV movies are published in Sunday's TV CHANNELS.

The Washington Post

WEEKLY MAGAZINE

tv CHANNELS

'Eagle's Lament:' A Warning

By William E. Smart

A warning of the dangers of air pollution and a plea for increased air pollution control were sounded last evening in "Eagle's Lament," a color documentary broadcast on WRC-TV (Channel 4).

The 22-minute film, which was followed by a six-minute open-end discussion, featured Arthur Godfrey as narrator and guide.

Godfrey, who has more than 14,000 hours' flying time in his 39 years as a pilot, reminisced about his early days in the air:

"Gosh, it used to be so beautiful," he said. "We who fly used to look down and see rivers and lakes and ponds sparkling in the sun. And we'd fly over hundreds of miles of deep woods as slowly as we dared, hoping to catch a glimpse of the fleeting fauna below."

Things have changed greatly since then, Godfrey pointed out. "Today when I look down, well, it's often like looking down the chimney of a smokey fireplace." As Godfrey spoke those words, the screen showed aerial views of the polluted air.

Much of the film showed the air pollution story from the pilot's point of view for, as Godfrey said, "We who fly across the country are increasingly concerned about it . . . perhaps because we are more familiar with the nationwide spread.

Another vivid illustration of the effects of air pollutants was provided when the camera closed in on Cleopatra's Needle, which stands behind the Metropolitan Museum in New York. The camera filmed one side of the Needle; a side covered with hieroglyphic writing. Then, the camera was moved to another side, one exposed to the prevailing winds. On that side, the hieroglyphs have been corroded away over a period of only 100 years.

"It might have been better to leave the obelisk in the Egyptian desert," Godfrey said. "There, the writing on all four sides remained deciperable for more than 3000 years. But, you see in this country, we have something more corrosive —We have air pollution."

"Eagle's Lament" was produced by Dr. Murdock Head, professor and chairman of the George Washington University Medical Center Department of Medical and Public Affairs. William Templeton wrote and directed the film.

WRC-TV

NBC OWNED STATIONS, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC

4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016, EMERSON 2-4000

July 21, 1969

Dr. Murdock Head
The Airlie Foundation
Warrenton, Virginia

Dear Dr. Head:

This is to let you know that WRC-TV is scheduling EAGLE'S LAMENT on Saturday, July 26, 1969 at 7:00 P.M.

I feel this is an excellent film and I am delighted that we can find a place for it. Not only does the film have the usual Airlie quality promotion and color, but it is most gratifying to find a film in the medical field so professionally produced from both the viewpoints of medicine and TV.

Sincerely,

Burton Bridgens

Burton Bridgens
Manager
Public Affairs

BB:ig

TV GUIDE

Local Programs • March 18-24

Monday March 20, 1967

Evening

15 **MOVIE—Drama**
"Marked Woman." (1937) A woman tries to prevent her sister from finding out that she is a hostess in a clip joint. Bette Davis, Humphrey Bogart, Isabel Jewell. (Two hours)

14 **WEATHER, NEWS, SPORTS**

26 **SOVIET PRESS—Analysis**

8:15 26 **CHINA WATCHING**

8:30 2 9 16 49 **LUCILLE BALL**
COLOR Carol Burnett stars in the conclusion of this two-part episode as kooky Carol Bradford, who persuades Lucy to join her musical act for an extended weekend engagement in Palm Springs, Cal. Carol, Lucy and the Vagabonds sing "Lazy River" and "The Hukilau Song." Mooney: Gale Gordon. Colin Grant: Dan Rowan. (Rerun)

4 **AIR POLLUTION—Report**
SPECIAL COLOR "Beware the Wind." Robert Preston narrates this filmed report on the international nature of the air pollution problem. Following the film, Sen. Edmund S. Muskie (D., Me.) and Dr. Robert J. Coffey, president of the Medical Society of D. C., discuss local problems and possible solutions to pollution.

"Captain Nice" is pre-empted on Ch. 4.

7 13 **RAT PATROL—Drama**
COLOR The Rat Patrol, ordered to find a high-ranking German officer for interrogation, seizes a German staff car. Its sole occupant: an American major, who demands that Troy take him to Allied headquarters. Troy: Christopher George. Moffitt: Gary Raymond. Dietrich: Hans Gudegast.

Guest Cast

Major Lansing ....Richard Mulligan
Colonel Centis ....Vincent Gardenia

8 11 **CAPTAIN NICE—Comedy**
COLOR Carter's reputation as a sober crimefighter gets a dunking when he's found drunk in the street. His soused condition is part of a saloon-owner's setup for a jailbreak. Carter: William Daniels. Mrs. Nash: Alice Ghostley

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The Washington Post

WRC-TV
Community Affairs Special
TONIGHT in color
8:30 P.M.

"Beware the Wind"

narrated by Robert Preston

WRC-TV presents a dramatic study of the deadly killer clouding our skies . . . air pollution. Filmed in color, "Beware the Wind" underscores the many aspects of the problem, with scenes from Fairbanks, Alaska, to Venice, Italy.

WRC TV 4
OWNED

The Washington Sunday Star

LAURENT

Study of Pollution on WRC

By Lawrence Laurent

PREVIEW Washington's recently acquired rank as the Nation's fourth worst city for air pollution gives particular importance to a good documentary that is scheduled for Monday (8:30 p.m. Color, Channel 4). This is "Beware the Wind."

The program was produced by the George Washington University Airlie Center and is being telecast in cooperation with the Medical Society of the District of Columbia.

I saw the film recently at a special screening in the U.S. Senate Auditorium. Hosts for the preview were Sens. Lister Hill (D-Ala.), Edmund S. Muskie (D-Me.), John Sherman Cooper (R-Ky.) and Jennings Randolph (D-W. Va.).

The audience of Government officials, reporters and broadcasters applauded enthusiastically after the film ended.

We have had several documentary programs on air pollution in recent months, but none so effective as "Beware the Wind."

One reason for its effectiveness is the insistance of producer Murdock Head that viewers be able to "see" air pollution and its effects; not merely to be "told" about them. Writer William Templeton, a veteran playwright for TV ("Studio One," "Philco-Goodyear Playhouse"), motion pictures and the theater, kept the narration lean and spare.

Actor Robert Preston is the narrator, but he doesn't introduce himself by name and one might be puzzled about the identity of the owner of the husky, familiar voice. His low key narration includes a plan for attacking air pollution problems, praising in particular the effective work done in the city of Chicago.

After the film, Dr. Head will be the moderator for a panel discussion. He is chairman of the local medical society's Air Pollution Committee. Participants in the discussion are Sen. Muskie and Dr. Robert J. Coffey, president of the D.C. Medical Society.

The film will be made available to TV stations, along with professional and civic groups, across the United States

For late changes in program schedules see the radio page in today's Show Section and daily listings in The Washington Post

VIC DAMONE will host a summer replacement for "The Dean Martin Show." Featured regulars will be singer-dancer Carol Lawrence and Martin's singing daughter, Gail . . . Chuck Conners, who has been "The Rifleman" and "Branded," will become a "Cowboy in Africa" next season (ABC-TV) . . . Vice President Humphrey visits "Issues & Answers" today (Channel 7) . . . The Navy has promoted Jackie Cooper to a full Commander. The onetime child star is now West Coast Production Vice President of Screen Gems . . . ABC-TV gets a new daytime schedule, April 3. New programs include "Dateline Hollywood," "One in a Million" and re-runs of "The Fugitive." . . . Lee Marvin, a onetime Marine, insisted that the fee he earned for narrating Tuesday's "Our Time in Hell" be given to the Marine Corps' Civil Action Fund The Fund is used for civilian rehabilitation in Vietnam. The show was produced and directed by Laurence Mascott, who turned out the superb "The Brave Rifles" for "ABC Stage 67."

tv CHANNELS

DAILY LISTINGS MAR. 19 MAR. 25, 1967

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tv magazine

D. C. STUDIOS

TV Scrutinizes Air Pollution, Crime . . .

By BONNIE AIKMAN

Shades of sulfur dioxide! WRC-4 and George Washington University's Airlie Center near Warrenton, Virginia, have come up with a top show-business personality to highlight a special documentary on the nagging, gagging problem of air pollution.

Stage star Robert Preston (currently of Broadway's "I Do, I Do,") will narrate "Beware the Wind," a program set for 8:30 p.m. tomorrow emphasizing the international aspects of the dilemma through films of the effects of air pollution from Fairbanks, Alaska, to Venice, Italy. Aerial photographs of America showing thick blankets of pollution will also be on view.

A discussion of air pollution in Washington, the extremities of which were painfully pinpointed earlier this month by the Public Health Service's Dr. John Middleton, will follow the filmed portion of the color special.

* * * *

MEANWHILE CRIME: Another local aspect of a second national blight will come under scrutiny in a Channel 9 documentary at 10 p.m. Tuesday.

"WTOP Reports: The Crime Wave," will look into the rising District crime rate through the comments and criticisms of typical citizens, including businessmen who have had first-hand experience with the problem to the point of closing their establishments. Dave Campbell will narrate.

MILWAUKEE, WISCONSIN

BEWARE THE WIND appeared as a special at 8:00 PM on August 13, 1967 in cooperation with the Medical Society of Milwaukee, over station WVTV.

I. GENERAL

The Milwaukee market was a relatively new one for our programs at the time when contact was made with television station WVTV. For several years we had been attempting to establish rapport in Milwaukee with several television outlets. They were resistant to our overtures because they had not worked closely with the Medical Society before.

The Medical Society of Milwaukee has been extremely friendly to us and the Medical Executive, Mr. James Kelley, is one of the most knowledgeable men in this country vis-a-vis bio-medical public affairs programming. Mr. Kelley had been kindly disposed toward these programs, however, for one reason or another, the shows had not, until August of 1967, appeared in Milwaukee.

We consider this to be a significant market due to geographical location and because an important Medical Center for the North Central area of the country is located there. We were rather happy to find that Mr. Kelley enjoyed good rapport with station WVTV, and also, that he held a position on the Board of National Blue Shield Organization.

This combination of events -- Mr. Kelley's immediate response to us after a number of years and his responsible position with Blue Shield as well as his rapport with this particular station -- afforded us an opportunity for a mutually advantageous arrangement.

II. CONCLUSIONS

A. Even though one enjoys an excellent rapport with an advanced and progressive Medical Society, it is frequently difficult to immediately enter into a television market in a major community.

B. This is an instance in which a sponsor was available to purchase the time and afford it to the Medical Society for the purpose of broadcasting BEWARE THE WIND. This arrangement worked out in a most advantageous way.

III. EAGLE'S LAMENT

Because of their great success with BEWARE THE WIND, WVTV, in cooperation with the Medical Society of Milwaukee, aired EAGLE'S LAMENT on January 18, 1970, at 9:00 PM.

The use of EAGLE'S LAMENT in Milwaukee by WVTV sets a precedent for continued programming in this market and an excellent climate for sustained rapport with the Medical Society, the station, and the community, generally.

WVTV PARKLAWN BOX 6627, MILWAUKEE, WISCONSIN 53216
television channel 18

WKY TELEVISION SYSTEM, INC.
BROADCASTING SERVICE OF THE OKLAHOMA PUBLISHING COMPANY
E. K. GAYLORD PRESIDENT
EDWARD L. GAYLORD EXECUTIVE VICE PRESIDENT
JOHN M. HABERLAN STATION MANAGER

August 24, 1967

Mrs. Charlotte Fowler
Assistant to the Director
Airlie Productions
Warrenton, Virginia 22186

Dear Mrs. Fowler:

In reply to your recent letters regarding "Beware The Wind" and "The Savage Cell" we are returning both films to you under separate cover.

The production values of both programs were excellent, however, we found "Beware The Wind" to be much more effective than "The Savage Cell" for presentation to a lay audience. I doubt that I've ever seen better color photography and film editing than that contained in "Beware The Wind." It was truly a magnificent piece of work, and we would be interested in seeing any similar productions in the future. The other film, "The Savage Cell," although well produced, seemed more appropriate for an audience of persons familiar with Leukemia research.

I hope my comments are of some benefit and I will be looking forward to seeing future productions from the Airlie Foundation.

Cordially,

Joe Loughlin

Joe Loughlin
Administrative Assistant

JL/sj

WVTV MILWAUKEE • WKY-AM-TV OKLAHOMA CITY • WTVT TAMPA, ST. PETERSBURG • KTVT DALLAS, FORT WORTH • KHTV HOUSTON

THE MILWAUKEE JOURNAL

© 1967, by The Journal Company

Sunday, August 13, 1967

Milwaukee TV Programs, Sun., Aug. 13

Mountain man Peter Whitney fights another man from the heights for Marianna Hill who plays an Indian girl, on "Death Valley Days" Sunday.

[illegible]

6:00 Ⓒ (4) **Animal Secrets**—Biological clocks. (R)
Ⓒ (6) **Voyage to the Bottom of the Sea** — Mummy terrorizes the Seaview. (R)
Ⓒ (12) **Lassie** — Pet coyote saves Lassie from a trap. (R)
(18) **Honeymooners** — Ralph learns to play golf.
6:30 Ⓒ (4) **Wonderful World of Color** —"Salute to Alaska." Animated and live action sequences illustrates Alaska's discovery, history and future plans. (R)
Ⓒ (12) **Milwaukee Reports**
(18) **Human Jungle**
7:00 Ⓒ (6) **The FBI**—Erskine, investigating a scientist's death, finds a Vietnamese orphan being used as an espionage pawn. (R)
Ⓒ (12) **Ed Sullivan** — Guests are Carrol Baker, Sergio Franchi, Allan Sherman, the Four Tops, Kessler, Stiller and Mears, comic Pat Cooper and the Suzuki Violins. (R)
7:30 Ⓒ (4) **Let's Make a Deal**
(18) **Seaway**—Ship passing a lighthouse hits the wreck of a dredger and sinks.
8:00 Ⓒ (4) **Bonanza** — Ben shelters a wounded fugitive from a lynch mob. (R)
Ⓒ (6) **Cinema 6**—"Two Weeks in Another Town." Unemployed actor tries to find work in Rome. Kirk Douglas, Edward G. Robinson. 1952.
Ⓒ (12) **Our Place**—Guest is Joel Gray, star of "Cabaret."
8:30 Ⓒ (18) **Beware the Wind** — (Special.) Film on air pollution is followed by Milwaukee medical society discussion.
9:00 Ⓒ (4) **The Saint**—Russian professor tries to defect to the West. (R)
Ⓒ (12) **Candid Camera**
(18) **Secret Agent**—Drake gets involved with the French secret service in London.
9:30 Ⓒ (12) **What's My Line?**
10:00 Ⓒ (4) **Channel 4 Report**
Ⓒ (6) **TV6 Report**
Ⓒ (12) **News at 10**
(18) **Desilu Playhouse**—Wealthy philanthropist turns out to be traitorous and unethical.
10:25 Ⓒ (12) **Sunday Night Movie**— "Sante Fe Passage." Indian hater, hired as a wagon train guide, falls for a half breed. John Payne, Rod Cameron. 1954.
10:30 Ⓒ (4) **Tonight Show**
Ⓒ (6) **Sunday Night Movie** — "King Solomon's Mines." Woman hires famous white hunter to help find her husband who is lost in Africa. Deborah Kerr, Stewart Granger. 1950.
12:00 Ⓒ (4) **News, Weather, Sports**
12:10 (12) **Ann Sothern Show** — Katy's young friend associates with bad companions.
12:30 Ⓒ (6) **News**
12:40 Ⓒ (12) **News, Devotions**
12:50 (6) **Chapel**

NEW YORK CITY, NEW YORK

BEWARE THE WIND was scheduled and broadcast on May 11th, 1969, at 8:30 PM; EAGLE'S LAMENT was broadcast on June 22nd, 1969, at 9:30 PM. Both productions were presented by television station WPIX-TV.

I. GENERAL

Rapport had been established with television station WNEW in New York, and all of our prior productions had been aired by that station. We had worked closely with Mr. Lawrence Fraiberg, General Manager of the station.

Shortly before we approached WNEW with our two productions on air pollution, there was a change in that station's executive personnel. We might note here that when there is a change of command in a station there is always the possibility of a shift in broadcasting philosophy.

When BEWARE THE WIND and EAGLE'S LAMENT were offered to WNEW, the new management, though wanting to co-operate, could not decide upon definite air dates for the programs. Because regional air pollution hearings were to be held shortly in New York, we felt it appropriate to take these programs to another station.

Mr. Richard N. Hughes, Director of Community Affairs at WPIX, was contacted. Several trips were made to New York and a number of meetings were set up with the station management. Both of the programs were screened for these men, and their approval was unanimous. The programs were to be scheduled immediately.

Because of the closeness of the New York regional hearings, BEWARE THE WIND was scheduled at once. The program aired on May 11th, 1969, at 8:30 PM, on the station's NEW YORK CLOSEUP program. The open-end segment was devoted to a discussion of these hearings and the participants were representatives of the Medical Society and the Air Pollution Control Division of the New York State Department of Health.

BEWARE THE WIND was followed, one month later, by a presentation of EAGLE'S LAMENT (June 22nd, 1969, at 9:30 PM). Both of these presentations were well received by the Medical and lay communities in New York. Recently, because of its showing on WPIX, WNBC, the NBC flagship station in New York requested permission to air BEWARE THE WIND in conjunction with Earth Week.

II. COMMENTS

A. WPIX has been most co-operative with us in the scheduling of these two programs.

B. Because of a change in station management at WNEW-TV, it was necessary to switch our station affiliation to WPIX.

C. New York is the most difficult market in which to schedule public affairs programming because of the high quality of competitive programming eminating from that Center.

D. It is, indeed, gratifying to us that we were able to secure prime time for our productions in New York, and feel, because of the success of these programs, that future scheduling will be a matter of course.

WPIX 11

WPIX INC. THE NEWS TELEVISION STATION 220 EAST 42ND STREET NEW YORK CITY 10017 883-1100

April 22, 1969

Mr. Frank Kavanaugh
Director
Communications Projects
George Washington University
Warrenton, Virginia 22186

Dear Frank;

This will confirm our conversation concerning the use of your excellent films on air pollution and drug addiction.

We intend to use the first air pollution program in our New York Closeup, which is regularly scheduled at 8:30 PM on Sundays.

To coincide with the New York State hearings, we will schedule the program on May 11. Due to the uncertainties of the Yankee baseball games, which we carry, we would like the option to run the program adjacent to the game, should the timing be unusual in any way.

We're very excited about your excellent work, Frank, and I am sure that the New York exposure will reflect credit on the University and WPIX-TV.

Thanks again for making the material available to us.

Cordially,

Dick

Richard N. Hughes
Director of Community Affairs

WNBC-TV
NBC OWNED STATIONS, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.
THIRTY ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020, CIRCLE [illegible]

March 31, 1970

Mr. Barry Allentuck, Project Coordinator
Department of Medical and Public Affairs
The George Washington University
Medical Center
Airlie
Warrenton, Virginia 22186

Dear Barry:

I'm very happy to hear from you. Unfortunately, due to the mail strike, your letter of March 18 did not reach me until today.

However, I have good news for you. BEWARE THE WIND will air twice on our Community-At-Large program Saturday, April 18, 6:00 - 6:30 A.M., and on Sunday, April 19, 7:45 - 8:15 A.M.

BEWARE THE WIND is a fine film on environment, and it should awaken the concern to do something about the ecology crisis. There will be no commercial interruptions during the program, for it is a public service.

It's a pleasure to air such a worthwhile film.

Thank you, and I remain

Sincerely yours,

Alix M. Mariette
Alix M. Mariette
Film Coordinator

AMM/aa

CHICAGO, ILLINOIS

EAGLE'S LAMENT was scheduled for Saturday, April 18, 1970 at 11:30 PM, for broadcast over station WFLD, Channel 32.

I. PREFACE

The scheduling of EAGLE'S LAMENT in Chicago exemplifies the special type of negotiations which are necessary in order to program topics in areas with which the broadcasters have had little previous experience. Only recently has the concern over the air pollution problem in Chicago reached any great magnitude. It was only through long negotiations with the station management that the scheduling of EAGLE'S LAMENT finally met fruition.

II. PROCEDURE

For several years rapport has been sustained with the Chicago Medical Society and station WFLD. Station WFLD was selected because it is the newest station in Chicago; it has unlimited funds from the Field Foundation (Marshall Field Foundation of Chicago and New York); and also because it is a station which is developing experimental formats that afford a possibility for future programming beyond what is being offered at the present time by more established stations.

One of the problems is scheduling EAGLE'S LAMENT was not so much that the station management did not feel it to be an important program. The problem was in selecting an appropriate time and date. The selection of April 18th at 11:30 PM was indeed a beneficial choice. The program ran in conjunction with the Earth Week exercises that were taking place in Chicago.

The production was broadcast directly following WFLD's presentation of "Playboy After Hours". This program has an extremely large share of the audience especially in the Chicago market. It was felt by the station management that the audience carry-over in this time slot would be greater than in any other time slot.

III. COMMENTS

A. A station such as WFLD may be chosen for broadcast in a community when it offers unique possibilities for future program development. We feel that WFLD is certainly a station of this type and, therefore, it is important to establish a lasting rapport with them. We hope it will be possible to develop much in the way of interesting programs in the future with WFLD.

B. It is important to remember that a station such as WFLD which is associated with a foundation presents a possibility for employing an extended time period in medical programming. It should be remembered that these foundations are actively interested, for the most part, in medical areas; and, therefore, this relationship between a station and a foundation should be carefully noted.

C. Chicago continues to be a city in which it is well worthwhile to further our efforts in medical public affairs programming. The Chicago County Medical Society is directed by one of the most knowledgeable and sophisticated members of the Association of Medical Executives, Mr. John Leo, and we shall look forward to continuing our work there in future programming of such productions as EAGLE'S LAMENT.

IV. BEWARE THE WIND

Television station WFLD had, on February 19, 1967, from 9:00 - 10:00 PM, broadcast BEWARE THE WIND. The production was re-broadcast on March 5th during the same time period. The station's success with this production was as great as that with EAGLE'S LAMENT.

WFLD-TV
32
CHICAGO

PRESS INFORMATION

300 North State Street
Chicago, Illinois 60610
(312) 527-4300

A Division of Field
Communications Corp.

Represented by
Metro TV Sales

FOR IMMEDIATE RELEASE
(Press Contact: Marianne Myers, 321-3213)

April 16, 1970

WFLD-TV SPECIAL EXPLORES AIR POLLUTION FROM A PILOT'S VIEW

EAGLE'S LAMENT, narrated by Arthur Godfrey, explores the extent of air pollution from a pilot's point of view. The special will be telecast this Saturday, April 18, at 11:30PM on Channel 32.

EAGLE'S LAMENT traces the flight of a commercial pilot through the country's atmosphere. "We who fly across the country are increasingly concerned about air pollution...perhaps because we are more familiar with the nationwide spread," says Godfrey.

The lush woods, mountains and streams of "America the Beautiful" are contrasted with the increasing number of factories, deluged trash dumps, and smog-heavy air. The results of our civilized progress are described as toxic and as a threat to human life and to nature's purifiers of the air--plant life.

Godfrey, who has more than 14,000 hours flying time in his 39 years as a pilot, reminisces about his early days in the air: "Gosh, it used to be so beautiful," he says. "We who fly used to look down and see rivers and lakes and ponds sparkling in the sun. We'd fly over hundreds of miles of deep woods as slowly as we dared, hoping to catch a glimpse of the fleeting fauna below." Things have changed greatly

more

EAGLE'S LAMENT, add 1

since then, Godfrey points out. "Today when I look down, well, it's often like locking down the chimney of a smokey fireplace."

Another vivid illustration of the effects of air pollutants is shown when the camera closes in on Cleopatra's Needle, which stands behind the Metropolitan Museum in New York. One side of the Needle, covered with hieroglyphic writing, is shown. The camera then shows another side, one exposed to the prevailing winds. On that side, the hieroglyphics have been corroded away over a period of only 100 years.

"It might have been better to leave the obelisk in the Egyptian desert," Godfrey comments. "There, the writing on all four sides remained deciperable for more than 3000 years. But, you see, in this country, we have something more corrosive--we have air pollution."

EAGLE'S LAMENT was produced by Dr. Murdock Head, professor and chairman of the George Washington University Medical Center Department of Medical and Public Affairs in Washington, D.C.

****

WFLD
32
Television Chicago

February 23, 1967

Mr. William Templeton
Director of Communications Projects
Airlie Productions
Airlie Foundation
Warrenton, Virginia 22186

Dear Mr. Templeton:

In reply to your letter of February 20th regarding BEWARE THE WIND.

The presentation went smoothly on the air. Reaction was generally good, and several requests for private showings were received. We, as you know, will rerun the program on WFLD, March 5th. The film itself, was extremely well-produced. Since we try to program as much as possible in color, we are pleased the film was shot in color.

Yesterday, a public relations representative of the AMERICAN OIL COMPANY stopped by the office and asked that a private screening be held for members of his firm prior to our March 5th air showing. This is being arranged for.

Thank you for your interest and cooperation. We look forward to working with you again in the future.

Cordially,

Cliff Braun
Program Manager

CB/nb

Field Communications Corporation, a subsidiary of Field Enterprises, Inc. Marina City, Chicago, Illinois 60610

CONSULTATION
BY APPOINTMENT

TELEPHONE
AREA [illegible]
787-7[illegible]

IRVING DANA THRASHER, M.D.
1150 NORTH STATE STREET
CHICAGO, ILLINOIS 60610

MARCH 6, 1967

DR. MAYNARD I. SHAPIRO
8917 SOUTH CHAPPEL
CHICAGO, ILLINOIS

DEAR DR. SHAPIRO:

THE PROGRAM ON AIR POLLUTION LAST NIGHT ON WFLD WAS EXCELLENT.

THE MOVIE AND THE DISCUSSION COVERED THE SUBJECT WELL, AND IT IS HOPED THAT THIS ENDEAVOR WILL RECEIVE WIDE COVERAGE.

YOURS VERY TRULY,

I. D. THRASHER, M. D.

IDT/LL

March 13, 1967

Dr. Maynard I. Shapiro
Jackson Park Hospital
7531 Stony Island Avenue
Chicago, Illinois 60649

Dear Dr. Shapiro:

Watching "Beware The Wind" on Channel 32, Sunday, March 5 was quite a thought-provoking experience, when one realizes that the benefits of our affluent society ultimately might be the cause of our own destruction.

As a former resident of East Chicago, Indiana, I lived in the middle of just such an area as was depicted in the film.

I would like to commend the producer of the program and also Channel 32 for bringing this type of information before the general public. Hopefully enough irate citizens will be aroused to bring public pressure to bear in the areas of industry where the causes of air pollution can be eliminated.

If I have any criticism at all of this fine production, it would be to suggest that representatives of industry be asked to join in the panel and made to account for the reasons why the pollution problem is not being dealt with more swiftly.

Sincerely,

Mrs. Lothar M. Neuberger

Mrs. Lothar M. Neuberger
7241 S. Luella Avenue
Chicago, Illinois 60649

[illegible]

Salvatore Abbene
Attorney at Law

5339 West Belmont Avenue
Chicago, Illinois 60641

March 10, 1967

Maynard I. Shapiro, M.D.
7531 Stony Island Avenue
Chicago, Illinois 60649

Dear Maynard:

I saw you on Channel 32 on the evening of March 5th, and I was especially pleased to see a friend of mine taking an active part in attempting to bring before the public the magnitude of one of the many problems affecting our health and well-being.

The film, "Beware the Wind" excelled in its presentation, continuity and impact, in bringing across its vital message. I found the members of the panel to be very knowledgeable in their respective fields and the program as a whole to be totally instructive and interesting.

WFLD should be commended for airing the program during "prime" television time, and in so doing, has rendered an important public service. I hope to see them continue this practice in the future.

Very truly yours,

SA/eb

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

SUNDAY, FEBRUARY 19, 1967 ★

Sunday TELEVISION PROGRAMS

evening

6:00—Lassie [C] 2
A squirrel pal of Lassie's, while playing hide-and-seek with the collie, darts into the trunk of a wrecked automobile scheduled to be removed by an auto salvage company.
Voyage to the Bottom of the Sea [C] 7
Adm. Nelson and his crew are on a mission to locate and identify a recently reported undersea laboratory.
Marquee [C] 9
"Broken Arrow." Jimmy Stewart, Debra Paget, and Jeff Chandler.
Showcase 11
"Time, Light, and Vision," etc."
Roller Derby 26
Bishop Sheen 32
6:30—It's About Time [C] 2
Walt Disney [C] 5
A California teen-ager's fascination for bird-watching leads to his becoming a championship glider pilot in "The Boy Who Flew with Condors."
Movies of the '30's 32
Richard Christiansen discusses the film "Tarnished Lady," with Tallulah Bankhead.
7:00—Ed Sullivan [C] 2
Guests: Pearl Bailey, Pat Boone, Jackie Mason, the Four Tops, and Joe E. Lewis.
The FBI [C] 7
An American sailor and his dog are found murdered on a government beach near Port Francis, Va. in "The Hostage," with David Frankham.
Creative Person 11
"Bruno Walter." A documentary on the late celebrated conductor of the New York Philharmonic which presents his musical heritage and analyzes his unique contribution td international music.
Mexican Forum 26
7:15—One Hundred Paintings 26
7:30—Hey, Landlord [C] 5
Folk Guitar 11
Hot Line 26
8:00—Smothers Brothers [C] 2
Guests: George Burns and Jack Benny.
Bonanza [C] 5
[See Highlights.]
Sunday Night Movie [C] 7
"Scorpio Letters." Alex Cord and Shirley Eaton.
True 9
Stefan Karp, a Communist spy at an American air base in West Germany, gives himself up in "O. S. I.," with Jack Webb, Philip Abbott, Stacy Harris, and Eric Feldary.
Sunday Evening Club 11
Speaker: Dwight E. Loder, bishop of the Methodist church, Michigan area.

8:00—Bill Hayes Presents 32
8:30—Artists' Showcase [C] 9
Guests: Violinist, Won-Mo Kim and Soprano Margaret Lukaszewski.
9:00—Candid Camera [C] 2
Andy Williams [C] 5
[See Highlights.]
Your Senators Report 9
Profile Chicago 11
Guest: Lois Roasch.
Beware of Wind 32
Narrated by Robert Preston, a comprehensive documentary on the problem of air pollution.
9:15—Your Income Tax [C] 9
Play of the Week 11
"The Old Foolishness." Paul Vincent Carroll's play is the romantic and poetic tale of a frightened Irish girl, whose loveliness arouses misunderstanding among three brothers.
9:30—What's My Line? [C] 2
Biography 9
10:00—News [C] 2
Night Report [C] 5
● ABC Week-End News 7
News—Park-Ruddle [C] 9
Newscope 32
10:15—David Susskind [C] 32

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TV prevue FEB. 19-25

• Free every Sunday with your Chicago Sun-Times

SUNDAY

FEBRUARY 19

Highlights

IN SPORTS:

NBA Basketball: Philadelphia 76ers vs. St. Louis Hawks. 1:00 pm, 7

National Indoor Tennis Championships is among events on CBS Sports Spectacular. 1:30 pm, 2

Championship Bowling. 2:00 pm, 9

Hockey: Montreal Canadiens vs. Detroit Red Wings. 3:00 pm, 9

MEET THE Press Special has members of President's Commission on Law Enforcement and Administration of Justice. 1:30 pm, 5

"THE RED Balloon" and "The Golden Fish," prize-winning films, are seen on CBS Children's Hour. 3:00 pm, 2

PREMIERE: NBC Experiment in Television presents the drama, "Losers Weepers." 3:00 pm, 5

"A TRIP from Chicago" in the year 2001, is previewed on the 21st Century. 5:00 pm, 2

INDONESIA: The Troubled Victory is the final program in the "Battle for Asia" series. 5:30 pm, 5

JACK BENNY and George Burns are the Smothers Brothers' guests. 8:00 pm, 2

ALEX CORD stars in "The Scorpio Letters," The Sunday Night Movie. 8:00 pm, 7

ROBERT PRESTON narrates Beware the Wind, a documentary on air pollution. 9:00 pm, 32

N.E.T. Playhouse presents "That Old Foolishness" starring Albert Salmi and Sally Ann Howes. 9:15 pm, 11

"FOLLOW THE Drinking Gourd," the history of the Freedom Song, is the WMAQ-TV Special. 10:30 pm, 5

7:30 COLOR. Hey, Landlord! 5
"Woody, Can You Spare a Sister?" Sally Field guest stars as Woody's impulsive sister who leaves her wedding ceremony in Ohio to visit her brother.

Folk Guitar 11
Laura Weber teaches the techniques of "hammering on" and "pulling off" on the guitar.

Wesley South's Hot Line 26

8:00 COLOR. The Smothers Brothers Comedy Hour 2
Guests: Jack Benny and George Burns.

COLOR. Bonanza 5
"A Woman in the House." Ben plays marriage counselor when he allows an attractive woman to take refuge on the Ponderosa from her alcoholic husband. With Diane Baker, Paul Richards.

COLOR. Movie 7
"The Scorpio Letters." See index.

True 9
Rerun. Communist spy turns counterspy for the U.S.

Chicago Sunday Evening Club 11
Guest speaker is Dwight E. Loder a Michigan Methodist bishop.

Bill Hayes Presents 32
"Hollywood: The Great Stars" looks at the movie's superstars.

8:30 COLOR. Artist's Showcase 9
Guest: Wong-Mo Kim, violinist, and soprano Margaret Lukaszewski.

9:00 COLOR. Candid Camera 2
Mike Douglas is guest co-host.

COLOR. Andy Williams Show 5
Guests: Burl Ives, Phyllis Diller, Marcos Valle and the Girls from Bahia.

Your Senator Reports 9
Guest is Sen. Everett M. Dirksen.

Profile: Chicago 11
Guest is Dr. Karl Menninger, founder and director of the Menninger Clinic, Topeka, Kan.

COLOR. Beware the Wind 32
Robert Preston narrates documentary on the problems of air pollution in cities across the world. Chicago residents discuss the city's particular problems and efforts to combat the situation.

9:15 COLOR. Your Income Tax 9

N.E.T. Playhouse 11
"That Old Foolishness," tells a romantic tale by Vincent Carroll about a frightened Irish girl whose beauty

DENVER, COLORADO

BEWARE THE WIND was shown for one and one half hours of prime time on May 28, 1967 and again on June 4, 1967 on Station KOA-TV in Denver, Colorado. The program time is entitled HOT TOPIC and is moderated by Mr. Bill Barker.

I PREFACE

The scheduling of BEWARE THE WIND in Denver is, in the opinion of the Airlie staff, one of the most interesting and meaningful efforts which have been made in the course of this project. We feel that the lessons learned are some of the most important we have encountered in our project. Previously, Station KLZ-CBS Denver, was used for broadcasting programs in this area with the medical societies. However, it was learned that Station KOA-TV, because of a unique situation, was able to schedule BEWARE THE WIND for us in five communities if we could convince them that our cause in medical programming was a worthy one. This situation was available because Station KOA has cable facilities which allow for broadcasting over this entire geographical location -- which, due to the mountainous terrain and the scarcity of television stations in this area of the West, is particular and unique.

At the out set, both of these objectives were met with no interest from the station and BEWARE THE WIND was refused for broadcast.

However, an agreement was finally negotiated. Dr. Head would appear with Senator Peter Domnick of Colorado, and Mr. Joseph Palomba, Jr., Chief, Air Pollution Control of the State of Colorado, on Bill Barker's HOT TOPIC which would include BEWARE THE WIND. Not only would the program be carried on Station KOA and its affiliated communities, but it would also be alloted one and one half hours of prime time on May 28th and June 4th.

III. COMMENTS

A. In order to achieve a wider viewing audience and the possibility of a better time for broadcasting, the station was changed from the CBS affiliate to the NBC affiliate.

B. Because of the particular market and the difficulties in boradcasting in the Rocky Mountain states, KOA television is in a unique position to afford us coverage in the following cities: Pueblo, Colorado Springs, Cheyenne, Casper, Laramie, Ft. Collins, Denver, and Boulder.

It was, therefore, necessary for us to change our station affiliation in order to achieve maximum exposure of BEWARE THE WIND in this large section of the country. The Denver Medical Society is one of the most conservative in the entire nation and has been one of the medical societies to move from the American Medical Association into an ultra-conservative group which is even more active in anti-health education-welfare programs than is the AMA, generally.

We, therefore, have found a unique situation in this part of the country and feel that our work here, for the reasons indicated above, has been certainly the most interesting and challenging of all of our scheduling efforts to date.

II. PROCEDURE

A number of meetings were held with the management of Station KOA and prints of BEWARE THE WIND were screened at those meetings. There were two goals in mind:

A. To have the program recorded for broadcast over KOA because of the availability of additional cities, and

B. To have it scheduled in prime time.

C. It is, therefore, obvious that there are many other factors which involve effective scheduling of programming other than acceptance by a single station.

D. The trend toward longer specials and in-depth discussion of subjects such as air pollution is a definite one and it will soon be seen that programs of this type will be carried numerous times on other stations such as KOA in the future.

E. It is most important to develop rapport and to maintain contact not only with the station management but also with an individual, if he is available, who is a prime producer in public affairs. An individual such as this controls a given amount of prime time -- in this instance -- an hour and a half, which is most unusual at the present time but which appears to be the trend of the future. It is important to have participated on this program with Mr. Bill Barker and it is also important that men such as this, who have developed a reputation in the communities in which we are telecasting, be introduced to this type of programming.

KOA
TV RADIO | 1044 LINCOLN STREET · DENVER, COLORADO 80217

May 19, 1967

Murdock Head, M.D.
The George Washington University
Airlie Center
Warrenton, Virginia

Re: Beware the Wind

Dear Dr. Head:

We want you to know how very grateful we at KOA are for your cooperation in videotaping a "Bill Barker's Hot Topic" program based on your fine film "Beware the Wind".

This program will be aired on KOA-TV and KOAA-TV this coming Sunday, May 21, from 10:30 P.M. to midnight.

As you know, we have used your film as a springboard into a panel discussion of the tremendously important area of air pollution. Appearing on the program with you and Bill Barker were Senator Peter Dominick and Joe Polomba of the Colorado State Air Pollution Board.

The fact that Denver was specifically included as a part of your filmed program obviously lent particular impact to this presentation. Your own presence was no less valuable to us.

Thank you again for your wonderful cooperation and support. Let us know when and how we can be helpful to your good cause.

Sincerely,

Dick
ab

Dick Harris
Manager, TV

DH:ab

May 26, 1967

THROUGH: Mr. Earl Porter, Director Regional Air Pollution
Public Health Service, Region VIII
Federal Office Building - Room 9426
Denver, Colorado 80202

Dr. John Middleton, Director
National Center for Air Pollution Control
U.S. Public Health Service
Department of Health, Education and Welfare
Washington, D.C. 20201

Dear Doctor Middleton:

Recently I had the privilege of sitting on a panel discussion program with Senator Peter H. Dominick, Dr. Murdock Head and Mr. Bill Barker, Program Moderator KOA-TV, Denver, Colorado. The theme of the program was centered around the film, "Beware The Wind."

This program received many favorable comments from Senator Dominick, Board of Health members, Air Pollution Variance Board members and many others, including [illegible] from the lay public. As a result, we have had requests from a variety of sources to view the entire film, "Beware The Wind." I would therefore, like to request a copy of this film. If there are any charges, please advise.

Sincerely,

Joseph Palomba, Jr., Chief
Air Pollution Control

JPJr:fg
cc: Earl Porter

GEORGE A. SMATHERS, FLA., CHAIRMAN
JOHN SPARKMAN, ALA.
RUSSELL B. LONG, LA.
WAYNE MORSE, OREG.
ALAN BIBLE, NEV.
JENNINGS RANDOLPH, W. VA.
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HARRISON A. WILLIAMS, JR., N.J.
GAYLORD NELSON, WIS.
JOSEPH M. MONTOYA, N. MEX.
FRED R. HARRIS, OKLA.
JACOB K. JAVITS, N.Y.
HUGH SCOTT, PA.
NORRIS COTTON, N.H.
PETER H. DOMINICK, COLO.
HOWARD H. BAKER, JR., TENN.
MARK O. HATFIELD, OREG.

WILLIAM T. MC INARNAY,
STAFF DIRECTOR AND GENERAL COUNSEL

RAYMOND D. WATTS,
ASSOCIATE GENERAL COUNSEL

United States Senate
SELECT COMMITTEE ON SMALL BUSINESS
(CREATED PURSUANT TO S. RES. 58, 81ST CONGRESS)

April 10, 1967

Dr. Murdock Head, Director
Airlie Center
George Washington University
Warrenton, Virginia

Dear Dr. Head:

I would like to commend you for the fine job you did in producing the outstanding film, "Beware the Wind." For quite some time now I have become increasingly concerned about the air pollution problem throughout the nation. Although the Denver area has been Colorado's only area with a significan air pollution problem, I have become increasingly concerned about air pollution in the Rocky Mountain area.

I understand that you are scheduling to release the film to television stations throughout the country for showing on prime time color telecasts. I would be very honored to appear on the open or close of the film when you arrange showings in Colorado and the Rocky Mountain region.

Would it also be possbile for me to buy one or two copies of the film after its release in Colorado? I would then distribute the film to several schools and civic organizations in the state in order to acquaint more citizens with this problem.

Thank you very much for your assistance in this matter.

Best regards.

Sincerely,

Peter H Dominick
Peter H. Dominick
United States Senator

PHD:cq

GEORGE A. SMATHERS, FLA., CHAIRMAN
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Sincerely,

Peter H. Dominick

Peter H. Dominick
United States Senator

PHD:cq

May 26, 1967

Honorable Peter H. Dominick
United States Senator
Senate Office Building
Washington, D.C. 20525

Dear Senator Dominick:

Many thanks for your kind letter and expressions of confidence in me and my program. It was indeed a pleasure for me to appear with you and Dr. Murdock Head on the Bill Barker program.

I held off writing to you until the showing of the taped program. It is my pleasure to report that the program was well received and many kind compliments have since come into this office.

Again many thanks, and if I can be of any further service to you please do not hesitate to contact me.

Sincerely,

Joseph Palomba, Jr., Chief
Air Pollution Control

JPJr:fg

Rocky Mountain News
A Scripps-Howard Newspaper
Reg. U.S. Pat. Off.
Colorado's First Newspaper—Founded in 1859
109TH YEAR, NO. 29
Second class postage pd. at Denver, Colorado. Published every morning by Denver Publishing Co.
DENVER, COLO. 80201, SUN., MAY 21, 1967

TV LISTINGS FOR WEEK OF MAY 21

9:30 P.M.

2 **DAVID SUSSKIND (Cont.)**
4 **THE DEFENDERS (Cont.)**
7 **MISSION (Cont.)**
9 **SUN. THEATER (Cont.)**

10:00 P.M.

2 **DAVID SUSSKIND (Cont.)**
4 **SCOPE**
7 **NEWS, WEATHER, SPORTS** COLOR
9 **SUN. THEATER (Cont.)**

10:30 P.M.

2 **DAVID SUSSKIND (Cont.)**
4 **BILL BARKER'S HOT TOPIC**
"Beware The Wind." Dr. Murdoch Head, Sen. Peter Dominick and Joe Palomba, guests.
7 **THE JOE PYNE SHOW** COLOR
Guests: F. H. Vanier, President of Vanier Centers—IBM mating/dating, who programs people into marriage with the computer; Rev. Robert E. Ryland, an evangelical minister who calls for "one big church" as the only ultimate hope for man; and Gil Poerter, editor and publisher of the new book "Sex Driven People" which deals with cases of extraordinary practices.
9 **SUN. THEATER (Cont.)**

11:00 P.M.

2 **BIG NEWS** COLOR

11:15 P.M.

2 **ESPIONAGE**
9 **KBTV NEWS**

11:30 P.M.

9 **ABC NEWS**

MIDNIGHT

7 **CONGRESSIONAL REPORT**

TI Sunday

DENVER POST

Television for the Week

The Denver Post makes every effort to publish correct television-radio schedules and program information but cannot be responsible for late changes made by stations.

DENVER CHANNELS—KWGN—Independent (2); KOA-TV—NBC-TV (4); KRMA-TV—Educational (6); KLZ-TV—CBS-Television (7); KBTV—ABC-TV (9).

MONDAY

9:15—9 Sunday Theatre
"Look Back in Anger."

10:00—4 Scope (C)
A visit to the Oodles of Poodles Shop in Denver, Mildred Sachs owner. Featured will be "tea-cup" size poodles and Oui Oui, the smallest dog in Colorado.

7 Masthead (C)

10:10—7 Forecast (C)

10:20—7 Scoreboard (C)

10:30—4 Bill Barker
"Beware the Wind" with Dr. Murdock Head, Sen. Peter Dominick and Joseph Palomba Jr., guests.

7 Joe Pyne (C)
Guest, F. H. Vanier, President of Vanier Centers, IBM mating-dating, who programs people into marriages by the computer; Reverend Robert E. Ryland, an evangelical minister who calls for "one big church" as the only ultimate hope for man; and Gil Porter, editor and publisher of the new book "Sex Driven People," which deals with cases of extraordinary practices.

11:00—2 Espionage
"Do You Remember Leo Winters." The drama of a man chasing the rainbow of his heroic past provides the emotional impact against the background of an embarrassing diplomatic situation.

11:15—9 Local News

11:30—9 ABC News

12:00—2 Reflections (C)

4 Tomorrow's News

7 Congressional Report

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PUEBLO
STAR-JOURNAL
and
Sunday Chieftain
Pueblo, Colo. Sunday, May 21, 1967 Section D

TV Schedule

Sunday, May 21

KOAA-TV CHANNEL 5 NBC

A.M.	
10:15	Light Time
10:30	Pattern for Living
11:00	Christophers (C)
11:30	Catholic Hour (C)
P.M.	
12:00	Quest for Certainty Quiet Hours, Public Hours
12:30	Hour of St. Francis "The Language of Film"
1:00	Academy Matinee Rex Harrison, Maureen O'Hara "Foxes of Harrow"
3:00	Meet the Press (C)
3:30	College Bowl (C)
4:00	Frank McGee Report (C)
4:30	NBC News (C) Conversation With Averell Harriman
5:30	Disney's Color (C)
6:30	Let's Make a Deal (C)
7:00	Bonanza (C)
8:00	The Saint (C)
9:00	The Defenders "Poison Doctrine"
10:00	Scene
0:30	Bill Barker's Hot Topic
:00	Sign Off

Cheyenne and vicinity: Fair to partly cloudy tonight and Sunday. Chance of afternoon thunder showers. Low tonight 40-45. High Sunday 65-70.

WYOMING STATE TRIBUNE

[illegible]-Sun, Vol. 73, No. 117
[illegible] No. 182

Cheyenne, Wyoming, Saturday, May 20, 1967

Entered as second class matter, postoffice, Cheyenne

Price 10c

8:00 5 **Candid Camera**

(C) Comedienne Fannie Flagg approaches strangers on the street and tells them she wants to repay $5 she borrowed.

2 **Twilight Zone**

4 **The Saint**

(C) "The Death Game," —Playing a game of murder is fun until it becomes the real thing. Roger Moore stars as The Saint. (Premier).

7 **Same as Ch. 5**

8:30 5 **What's My Line?**

(C) Mel Ferrer and Suzy Knickerbocker will be the guest panelists and Tony Randall will sit in for vacationing Bennett Cerf.

7 **Same as Ch. 5**

9:00 5 **Smothers Brothers**

(C) Barbara Bain and Martin Landau, two stars of "Mission: Impossible," make their variety - show debut together.

2 **David Susskind (C)**

4 **Defenders**

7 **Mission: Impossible**

(C) The Impossible Missions Force is given the task of circumventing four young men who gather in Zurich.

9:15 9 **Movie**

10:00 5 **Weather, News**

4 **Scope**

7 **News, Weather (C)**

10:30 9 **ABC Stage 67**

The songs of Rodgers and Hart performed by Petula Clark, Bobby Darin, Count Basie and his orchestra, the Doodletown Pipers and choregrapher Peter Gennaro.

4 **Hot Topic**

7 **Joe Pyne (C)**

11:00 2 **News, Sports (C)**

11:15 2 **Espionage**

11:30 9 **News and Sports (C)**

12:00 4 **News, Weather, Sports**

7 **Congressional Report**

Boulder Daily Camera

Boulder, Colorado—10 Cents—Sunday, May 21, 1967

SUNDAY MAGAZINE
Focus

Sunday, May 21, 1967

Section D, 40 Pages

Sunday

9:15 ⑨ Sunday Theatre
"Look Back In Anger." (1959) Claire Bloom, Richard Burton. Angry young man realizes almost too late how much he needs and wants his wife."

10:00 ④ Scope (C)
⑦ News (C)

[illegible] ④ Hot Topic
⑦ The Joe Pyne Show (C)
F.H. Vanier, Marcus McBroom, guests.

11:00 ② Espionage
⑨ KBTV News

11:30 ⑨ ABC News

12:00 ④ News
⑦ Congressional Report

THE
FREE PRESS

ADVOCATE OF TRUTH AND PROGRESS

Sunday, May 21, 1967

Colorado Springs, Colo.

THIS WEEK ON TELEVISION

Channel 5 — KOAA-TV (NBC) 633-0380
Channel 11 — KKTV (CBS) 634-2844
Channel 13 — KRDO (ABC) 632-1515

These listings are as accurate as it is humanly possible to make them. The Free Press cannot be responsible for last minute changes and corrections. If you have a question, please call the station.

For the Week of May 21, 1967

ABEL CABLE TV LISTINGS INCLUDED

Our TV logs now include the listing of Abel Cable, a cable television firm operating in Manitou Springs, Green Mountain Falls, Cascade and Chipita Park. The two local Stations, Channels 11 and 13 are found on Channels 10 and 12 respectively on your cable television dial. The 24 hour Abel Cable news channel is on Channel 8.

SUNDAY

EVENING

6:00 2 Rawhide
7-11 Ed Sullivan*
9-13 F.B.I.*
6:30 4-5 Let's Make a Deal*
7:00 2 Profiles in Courage
4-5 Bonanza*
7 Smothers Brothers*
9-13 Sunday Movie
11 Lost in Space*
8:00 2 Twilight Zone
4-5 The Saint*
7-11 Candid Camera*
8:30 7-11 What's My Line?*
9:00 2 David Susskind*
4-5 The Defenders
7-11 Mission Impossible*
9:15 9-13 Movies
10:00 7-11 News
4-5 Scope
[illegible] 4-5 Bill Barker's Hot Topic
7-11 Joe Pyne Show
11:00 2 News
11:15 2 Espionage
11:25 13 Dick Powell Theatre
9 News

PUEBLO
STAR-JOURNAL
and
Sunday Chieftain
Pueblo, Colo. Sunday, May 21, 1967

TV Schedule

Sunday, May 21

These newspapers cannot be responsible for last minute changes in program listings. Queries concerning variations should be directed to the TV stations. (C) means in color.

KKTV CHANNEL 11 CBS

A.M.
8:00 Lamp Unto My Feet
8:30 Look Up and Live
9:00 Camera Three
9:30 This Is the Answer (C)
10:00 Faith for Today (C)
10:30 Face the Nation (C)
11:00 Mormon Special (C)
11:30 Scope (C)

P.M.
12:00 Quest for Adventure (C)
12:30 Nat'l Pro Soccer (C) Atlanta vs. New York
2:30 Rawhide "Amulets"
3:30 Amateur Hour (C)
4:00 21st Century (C) "The Futurists"
4:30 Victory at Sea
5:00 Lassie (C)
5:30 I Love Lucy
6:00 Ed Sullivan (C)
7:00 Lost in Space (C)
8:00 Candid Camera (C)
8:30 What's My Line? (C)
9:00 Mission Impossible (C)
10:00 CBS Sunday News (C)
10:15 News, Weather, Sports
10:30 Joe Pyne Show (C)
12:00 Sign Off

Monday, May 22

A.M.
6:30 Summer Semester
7:00 Captain Kangaroo
8:00 CBS Morning News (C)
8:25 TV-11 Morning News
8:30 Jack La Lanne
9:00 Andy of Mayberry
9:30 Dick Van Dyke
10:00 Love of Life (C)
10:25 CBS News (C)
10:30 Search for Tomorrow (C)
10:45 The Guiding Light (C)
11:00 Password (C)
11:30 As The World Turns (C)

P.M.
12:00 Noonday
12:30 House Party (C)
1:00 To Tell the Truth (C)
1:25 CBS News (C)
1:30 Edge of Night
2:00 Secret Storm
2:30 Candid Camera
3:00 Beverly Hillbillies
3:30 Roger Ramjet
3:45 Rocky and Friends
4:00 Spotlight
4:30 Rawhide
5:30 CBS Evening News

KOAA-TV CHANNEL 5 NBC

A.M.
10:15 Light Time
10:30 Pattern for Living
11:00 Christophers (C)
11:30 Catholic Hour (C)

P.M.
12:00 Quest for Certainty Quiet Hours, Public Hours
12:30 Hour of St. Francis "The Language of Film"
1:00 Academy Matinee Rex Harrison, Maureen O'Hara "Foxes of Harrow"
3:00 Meet the Press (C)
3:30 College Bowl (C)
4:00 Frank McGee Report (C)
4:30 NBC News (C) Conversation With Averell Harriman
5:30 Disney's Color (C)
6:30 Let's Make a Deal (C)
7:00 Bonanza (C)
8:00 The Saint (C)
9:00 The Defenders "Poison Doctrine"
10:00 Scope
10:30 Bill Barker's Hot Topic
12:00 Sign Off

Monday, May 22

A.M.
7:00 Today (C)
8:25 Sander Vanocur News (C)
8:30 Today Show (C)
9:00 Pat Boone Show (C)
9:30 Hollywood Squares (C)
10:00 Jeopardy (C)
10:30 Eye Guess (C)
10:55 Edwin Newman News (C)
11:00 Snap Judgment (C)
11:25 News Report
11:30 Let's Make a Deal (C)
11:55 Nancy Dickerson News (C)

P.M.
12:00 Days of our Lives (C)
12:30 The Doctors (C)
1:00 Another World (C)
1:30 You Don't Say (C)
2:00 The Match Game (C)
2:25 Floyd Kalber News (C)
2:30 Concentration (C)
3:00 Mike Douglas Show (C)
4:30 Merrie Lynn Show
5:00 Wyatt Earp
5:30 Channel 5 Report

KRDO CHANNEL 13 ABC

A.M.
7:30 Beany and Cecil (C)
8:00 Linus (C)
8:30 Cartoons
9:00 Bullwinkle (C)
9:30 Discovery (C)
10:00 Peter Potamus (C)
10:30 This Is The Life (C)
11:00 Calvary Temple

P.M.
12:00 Family Cinema "Raising a Riot"
1:30 Labor's Language
2:00 Big Picture
2:30 Colonial Nat'l Golf (C)
4:00 Teletour—Fort Carson Anniversary
5:00 Bottom of the Sea (C)
6:00 The F.B.I. (C)
7:00 ABC Movie (C) Frank Sinatra, Kim Novak "Man With Golden Arm"
9:00 Sunday 7 Arts Carroll Baker, Roger Moore "The Miracle"
10:45 Dick Powell Theater
11:45 News, Weather
12:00 Governor Love's Report
12:15 Sign Off

Monday, May 22

A.M.
7:30 Cartoons
8:00 Everybody's Talking
8:30 Dateline Hollywood
8:55 Children's Doctor (C)
9:00 Supermarket Sweep
9:30 One In a Million
10:00 Educational TV
10:30 Donna Reed Show
11:00 The Fugitive

P.M.
12:00 Newlywed Game (C)
12:30 Dream Girl '67 (C)
12:55 Marlene Sanders News (C)
1:00 General Hospital
1:30 Dark Shadows
2:00 The Dating Game (C)
2:30 Matinee 13 Movie Carroll Baker, Roger Moore "The Miracle"
4:15 Superman
4:45 Local Weather, News
5:00 ABC News (C)
5:30 Maverick

FORT WORTH, TEXAS

BEWARE THE WIND was scheduled on station WBAP on Friday, September 1, 1967 at 8:30 PM.

I. PREFACE

This program was well received by both the physicians and the community and was well listed by the station and promoted by them. Participating in the "open-end" were the Forth Worth City Manager and the City Sanitation Engineer of Fort Worth.

II. PROCEDURE

WBAP is a key station for us in this area of the country. After showing the film to the station and after it was viewed and accepted by the medical people involved, the program was telecast without any difficulty whatsoever.

This is a case in which a station is interested in this type of program and in which the Program Director is knowledgeable in the bio-medical field.

Station WBAP was visited on several occasions and BEWARE THE WIND was shown to Mr. Frank Mills, Coordinator of Public Affairs. Mr. Mills immediately approved the program and asked for prints so that he might schedule it. There was no problem from Mr. Mills' standpoint in affording us the time which we requested. This was true because of Mr. Mills' knowledge of and sympathy with bio-medical subjects.

III. COMMENTS

A. Mr. Frank Mills has an abiding interest in health and bio-medical issues of his community. He is most knowledgeable about these subjects, and therefore, has a unique approach to the development of bio-medical programming.

B. The medical community of Fort Worth is one which is easy to work with and in which we have established, over the years, an excellent rapport. It is, therefore, no problem to present programs to this community and to have them broadcast in the best available time.

IV. SUMMARY

WBAP is an example of a station whose management has a great deal of foresight and consideration for its communities well being.

We are certain that our excellent relationship with this station will continue in the future because of the management's cooperation and all out acceptance of the program, BEWARE THE WIND.

September 5, 1967

Mrs. Charlotte Fowler
Airlie Foundation
Warrenton, Virginia 22186

Dear Mrs. Fowler:

In addition to the enclosed clippings, we included stories on three of our newscasts calling attention to Beware the Wind. We also delivered six on-the-air promotions Thursday and Friday.

Beware the Wind is the best program I have seen to date -- and that includes network productions. The Airlie program avoids the inherent melodramatic traps with dramatic pictorial contrasts accompanied by a factual, unhurried narration that gives the viewer time to assimilate the message. It is a "think piece" without being pedantic.

The color is excellent and its value almost inestimable. We are color-conscious at WBAP -- all local live programs have been color-cast for over ten years. Our news film has been in color for over a year. We believe in it.

Our personnel who worked the program's presentation or saw it at home were impressed with the story. The City Manager and City Sanitation Engineer of Fort Worth who appeared on our local tie-in were elated. The City Council is studying the new budget which includes an increase for pollution work and study.

Thanks for a good program. We look forward to the next one.

Sincerely,

Frank Mills

Frank Mills
Coordinator of Public Affairs

FM:dw
enc.

FORT WORTH STAR-TELEGRAM STATIONS/WBAP (AM) 570 kc ABC/WBAP (AM) 820 kc NBC/WBAP-FM 96.3 mc/WBAP-TV Channel 5 NBC/
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THE DALLAS COUNTY MEDICAL Society
433 MEDICAL ARTS BUILDING

MILLARD J. HEATH
EXECUTIVE OFFICER

DALLAS, TEXAS 75201
September 15, 1967

Mrs. Charlotte Fowler
The George Washington University
Medical Center
Department of Medical and Public Affairs
Warrenton, Virginia 22186

Dear Mrs. Fowler,

This is in reply to your letter of September 2nd, relative to the television program, "Beware the Wind". I regret that I was away at this time; however, I asked Mr. Dick Fleming, the Administrative Assistant, to watch the program and report to me.

His comments are as follows: "I had the opportunity to see the WBAP-TV program "Beware the Wind" on a color television set Friday, September 1, and I must admit, it was most impressive. WBAP's use of local personalities was handled very well. The individuals from Dallas were interviewed on the spot while those from Fort Worth were brought to the studios. It was presented in a very professional way. The program was aired at prime time on Friday night. It kept my children entertained and interested which is a good guage. The color added much to the presentation. It may have had nothing to do with the very fine editorial in the Dallas Times Herald Tuesday, September 5, but it's interesting, the two were so close together".

We are glad to have had the opportunity to work with you in this project. Please give my regards to Dr. Head.

Sincerely yours,

Millard J. Heath

Millard J. Heath
Executive Officer

MJH:bw

THE DALLAS TIMES HERALD
DALLAS, TEXAS, TUESDAY EVENING, SEPTEMBER 5, 1967 16—A

Editorials

A Warning in the Air

A WELL-TIMED shove has been given Dallas' almost nonexistent efforts to control the growing pollution of its air. The push came from Dr. John Chapman of the University of Texas Southwestern Medical School, who told a Citizens Study Committee on Air Pollution that the time to attack this problem in North Texas is now—while it is relatively small. The timeliness of Dr. Chapman's warning was underscored by two companion circumstances — one local, one distant.

Almost as if on cue to dramatize the accuracy of Dr. Chapman's comment, atmospheric conditions in the Dallas area had produced on a number of late-August days a visible blanket of light greenish smog—not the dense West Coast kind, yet, but easily recognizable as an early warning of what can lie ahead. These conditions are caused by temperature "inversions" which place an invisible atmospheric lid over an area, trapping smoke and fumes-laden warm air which otherwise would rise harmlessly into the upper atmosphere. Staying close to earth, the murky contaminated air can be at the least an irritant and at worst deadly dangerous to all life on the ground.

Several times recently the smoggy haze was so thick the Dallas skyline was barely visible as close in as the Fort Worth Turnpike tollbooths west of Hampton Road — and was obliterated entirely from view a few miles farther west. This is an unhappy harbinger of what is in store unless, as Dr. Chapman urged, corrective steps to reduce air contaminants are taken now, when action is relatively easy and less expensive. "This region is going to have a lot more people, a lot more cars and a lot more industry in the future," he said. Because of this, it's going to have a lot more air pollution."

The other simultaneous event relevant to the medical expert's talk here was taking place in the nation's smog capital itself, Los Angeles. The California metropolis has been choking through its worst air-pollution emergency in its history. Citizens were told the city faced a "major catastrophe"—but their burning eyes and noses already made this uncomfortably obvious. Drastic steps were being taken to reduce auto emissions and effect other rigid enforcements of antismog laws, in an effort to reduce the dense concentration of pollution.

Dallas is still a long way from reaching the crisis phase of air pollution. But with upwards of three-quarters of a million motor vehicles, multiplying miles of freeways and streets, a growing population and proliferating industry, it is all too apparent where we are headed — unless we cure this disease of over-civilization while it is still controllable. Our own skies tell us what is coming. And Los Angeles shows us plainly what will happen if we do not act.

THE DALLAS TIMES HERALD

DALLAS, TEXAS, FRIDAY EVENING, SEPTEMBER 1, 1967

What's TViewing Tonight

(C)—Color. (R) Repeat

:30 p.m. —**The Wild, Wild West** (4): Secret agents James West and Artemus Gordon are astounded when a prison warden arbitrarily releases a condemned killer. Richard Jaeckel and Donald Gordon guest star. (RC)

6:30 p.m.—**Tarzan** (5): Missionary Charity and Jai are captured by a jungle tribe. Julie Harris guest stars. Part II. (RC)

6:30 p.m.—**The Time Tunnel** (8): Tony and Doug travel through two million years, into the past and future, while tracking a man who is trying to destroy the time tunnel. Robert Duvall guest stars. (RC)

6:30 p.m.—**Westerners I** (11): A reformed gunman finds that his past is following him. Howard Keel stars. (R)

7:00 p.m. — **Westerners II** (11): An Eastern woman travels through the West and depends on her will of iron. Esther Williams stars. (R)

7:00 p.m. — **The Observing Eye** (13): A study of electricity and its mysteries.

7:30 p.m. — **Hogan's Heroes** (4): To hide a defecting German bigwig from pursuing German agents, Hogan spirits the man into Stalag 13 and convinces Klink that the fugitive is actually Der Fuhrer in disguise. (RC)

8:00 p.m. — **Center Stage** (8): Buddy Greco, Frankie Avalon and Susan Barrett star in an entertainment special. (RC)

8:30 p.m. — **Channel 5 News Special** (5): A round-table discussion of air pollution, the problems it creates and what can be done to correct the situation. Panelists are Dr. Robert G. Lowden, Mrs. Sybil Hamilton, Ed Sudereth, Howard McMahan and Roy Adams. (C)

8:30 p.m. — **Lawman** (11): A farmer with a persecution complex taunts his daughter into shooting Deputy McKay. (R)

8:30 p.m. — **Your Dollar's Worth** (13): "Used Cars: Wheels and Deals" is tonight's subject.

9:00 p.m. — **Laredo** (5): The Rangers are swayed by southern hospitality while attempting to evict a family of aristocrats from land bought by the railroad. Don Beddoe and Jeanette Nolan guest star. (RC)

9:00 p.m. — **The Avengers** (8): Mrs. Peel visits the home of a bridge expert and finds herself involved in a deadly game. (RC)

9:00 p.m. — **Friday's Big Movie** (11): "Remains To Be Seen" (53). A band vocalist and a drummer get involved in a murder case. June Allyson, Van Heflin.

FRIDAY'S TV SCHEDULE

(★) Designates color programs

(All Television Programs Subject to Change Without Previous Newspaper Notice)

P.M.	KRLD-TV (Chan. 4) CBS	WBAP-TV (5) NBC	WFAA-TV (8) ABC	KTVT (11)
6:00	Evening Edition	News at Six ★	Channel 8	Restless Gun
6:15	News ★	Wthr.; Sports ★	News ★	"
6:30	Wild, Wild	Tarzan N★	Time Tunnel A★	Westerners I
6:45	West C★	"	"	"
7:00	Wild, Wild	Tarzan N★	Time Tunnel A★	Westerners II
7:15	West C★	"	"	"
7:30	Hogan's	The Man From	Malibu U A★	Stagecoach
7:45	Heroes C★	U.N.C.L.E. N★	"	West
8:00	Friday Movie:	The Man From	Center Stage ★	Stagecoach
8:15	"The Rat Race,"	U.N.C.L.E. N★	"	West
8:30	Tony Curtis,	Channel 5	"	Lawman
8:45	D. Reynolds C★	News Special ★	"	"
9:00	Movie C★	Laredo N★	The Avengers A★	Big Movie:
9:15	"	"	"	"Remains
9:30	"	"	"	To Be Seen,"
9:45	"	"	"	Van Johnson
10:00	News ★	Texas News ★	Channel 8	News; Wthr. ★
10:15	Wthr.; Sports ★	Wthr.; News ★	News ★	Movie Cont.
10:30	Merv Griffin	Sports; Tonight	Great	"
10:45	Show ★	Show N★	Movie I ★	"
11:00	Merv Griffin	The Tonight	Movie:	Late Show:
11:15	Show ★	Show N★	"Glory,"	"Creature with
11:30	"	"	Walter Brennan,	Atom Brain,"
11:45	"	"	M. O'Brien ★	R. Denning
12:00	Star Playhouse	News; Joe	Movie II:	Movie
12:15	"	Pyne Show ★	"Brainwashed,"	"
12:30	Sign Off	"	Curt Jurgens,	News; Wthr. ★
12:45	....	"	Claire Bloom	Sign Off

The Dallas Morning News
4 Sections ★★★★
Dallas, Texas, Friday, September 1, 1967
Phone RI 7-4611

Channel Choices

For Friday

TIME TUNNEL, 6:30 p.m., Channel 8: Tony and Doug travel through thousands of years, into the past and future, tracking a man who is trying to destroy the tunnel.—(Repeat)

THE WILD WILD WEST, 6:30 p.m., Channel 4: Secret agents James West and Artemus Gordon are astounded when a prison warden arbitrarily releases a condemned killer.—(Repeat)

TARZAN, 6:30 p.m., Channel 8: On their way to a mission school, missionary Charity Jones and Jai are captured by a jungle tribe and scheduled for execution.—(Repeat)

THE OBSERVING EYE, 7 p.m., Channel 13: A study of electricity and its mysteries . . . what are your chances of being hit by lightning and can hair really stand on end?

MALIBU, 7:30 p.m., Channel 8: Rick Nelson hosts this series featuring music, modes and hip happenings of the young.—(Repeat)

HOGAN'S HEROES, 7:30 p.m., Channel 4: To hide a defecting German bigwig from pursuing German agents, Hogan spirits the man into Stalag 13 and convinces Kommandant Klink that the fugitive is actually Der Fuehrer incognito. —(Repeat)

THE MAN FROM U.N.C.L.E., 7:30 p.m., Channel 5: Napoleon and Illya try to prevent a mad movie director from bombing Las Vegas for the final scene of his film about sin. Shelley Berman guest stars.—(Repeat)

STRUGGLE FOR PEACE, 7:30 p.m., Channel 13: An examination of possible future developments in the East-West power struggle and the prospects of maintaining the present level of stability. Dwight Eisenhower is special guest.

THE CBS FRIDAY NIGHT MOVIES, 8 p.m., Channel 4: "The Rat Race," starring Tony Curtis and Debbie Reynolds. A young saxophonist from Milwaukee, trying to make a career for himself in the "rat race" of New York City, meets and falls in love with a small-town dance contest winner who is disenchanted by her unsuccessful attempts to make good in show business.—(Repeat)

BEWARE THE WIND, 8:30 p.m., Channel 5: A special public affairs program dealing with air pollution on the national, international and local levels. The program tells what causes air pollution and discusses the problems it creates and what can be done to correct the situation.

YOUR DOLLAR'S WORTH, 8:30 p.m., Channel 13: Used cars: Wheels and Deals . . recommends safeguards for consumers intending to buy a second-hand car.

THE AVENGERS, 9 p.m., Channel 8: Mrs. Peel visits the home of a bridge expert and gets a bad deal from a man who seeks revenge against her. —(Repeat)

LAREDO, 9:00 p.m., Channel 5: Reese Bennett is ordered to evict an old aristocratic family from land that has been purchased by the railroad, but falters in his duty when he succumbs to their southern hospitality—(Repeat)

KERA—Channel 13

Friday, September 1, 1967

2:00	Friendly Giant
2:30	Tales of Poindexter
2:30	Travel Espana
3:00	The Victorians' Sweet Lavender
4:00	Dance Theater of Jose Limon
5:00	What's New
5:30	Tales of Poindexter
5:45	Friendly Giant
6:00	Creative Person
6:30	What's New (NET)
7:00	The Observing Eye
7:30	Struggle for Peace
8:00	In My Opinion
8:30	Your Dollar's Worth
9:00	The Big Picture (film)
9:30	Social Security in Action
9:45	Here's Texas
10:00	Sign Off

Fort Worth Press

WEATHER: Cloudy, cooler. Middle 80s today and tomorrow, mid-60s tonight.

ONE SECTION

VOL. 46, NO. 288 FORT WORTH, TEXAS, FRIDAY, SEPTEMBER 1, 1967 40 PAGES

TV TONIGHT

4 (KRLD-TV) CBS
5 (WBAP-TV) NBC
8 (WFAA-TV) ABC
11 (KTVT-TV)

7 P. M.

4 THE WILD, WILD WEST
5 TARZAN
8 TIME TUNNEL — Color.
11 THE WESTERNERS

7:30 P. M.

4 HOGAN'S HEROES—Color. Hogan convinces Klink defecting German is actually Der Fuehrer incognito. (R)
5 MAN FROM U.N.C.L.E. Color. Mad movie director wants to bomb Las Vegas for film about sin. (R)
8 MALIBU U — Color. Rick Nelson hosts series featuring music—and mode of young.
11 STAGECOACH WEST — Young boy held hostage by four killers.

8 P. M.

4 FRIDAY NIGHT MOVIE—Color. The Rat Race, with Tony Curtis. (R)
5 MAN FROM U.N.C.L.E.
8 CELANESE CENTER STAGE — Color. Buddy Greco.
11 STAGECOACH WEST

8:30 P. M.

4 FRIDAY NITE MOVIE
BEWARE THE WIND—Color .Air Pollution.
8 CELANESE CENTER STAGE

260

(4): Secret agents James West and Artemus Gordon are astounded when a prison warden arbitrarily releases a condemned killer. Richard Jaechel and Donald Gordon guest star. (RC)

6:30 p.m.—Tarzan (5): Missionary Charity and Jai are captured by a jungle tribe. Julie Harris guest stars. Part II. (RC)

6:30 p.m.—The Time Tunnel (8): Tony and Doug travel through two million years, into the past and future, while tracking a man who is trying to destroy the time tunnel. Robert Duvall guest stars. (RC)

6:30 p.m.—Westerners I (11): A reformed gunman finds that his past is following him. Howard Keel stars. (R)

7:00 p.m. — Westerners II (11): An Eastern woman travels through the West and depends on her will of iron. Esther Williams stars. (R)

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7:30 p.m. — The Man From U.N.C.L.E. (5): Napoleon and Illya try to stop a crazed film director from bombing Las Vegas for the final reel of his movie about sin. Shelley Berman guest stars. (RC)

7:30 p.m. — Malibu U (8): Guests are Dionne Warwick, Peter and Gordon, The Breed, Marvin Gaye and Sandy Posey. (C)

7:30 p.m. — Stagecoach West (11): Young David is held hostage by four killers. (R)

7:30 p.m. — Struggle for Peace (13): Gen. Dwight Eisenhower is special guest in a program presenting an examination of possible future developments in the East-West power struggle.

8:00 p.m. — CBS Friday Movie (4): "The Rat Race" (60). A young saxophone player from Milwaukee finds the going tough when he tries to make a career for himself in New York. Tony Curtis, Debbie Reynolds. (RC)

and Susan Barrett star in an entertainment special. (RC)

8:30 p.m. — Channel 5 News Special (5): A round-table discussion of air pollution, the problems it creates and what can be done to correct the situation. Panelists are Dr. Robert G. Lowden, Mrs. Sybil Hamilton, Ed Sudereth, Howard McMahan and Roy Adams. (C)

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8:30 p.m. — Your Dollar's Worth (13): "Used Cars: Wheels and Deals" is tonight's subject.

9:00 p.m. — Laredo (5): The Rangers are swayed by southern hospitality while attempting to evict a family of aristocrats from land bought by the railroad. Don Beddoe and Jeanette Nolan guest star. (RC)

9:00 p.m. — The Avengers (8): Mrs. Peel visits the home of a bridge expert and finds herself involved in a deadly game. (RC)

9:00 p.m. — Friday's Big Movie (11): "Remains To Be Seen" (53). A band vocalist and a drummer get involved in a murder case. June Allyson, Van Heflin.

10:30 p.m.—Merv Griffin Show (4): Guests are Jaye Kennedy, Genevieve, Clair and McMahon, Conrad Hilton and The Everly Brothers. (C)

10:30 p.m. — Great Movie I (8): "Glory" (56). Story of a horse with the will to win and the girl who loves him. Walter Brennan, Margaret O'Brien. (C)

10:35 p.m. — Tonight Show (5): Guests are several of the Miss America contestants who will compete for the title on Sept. 9. (C)

11:00 p.m. — The Late Show (11): "Creature With the Atom Brain" (55). A scientist converts dead men into robots that commit murders on command.

Channel Choices

For Friday

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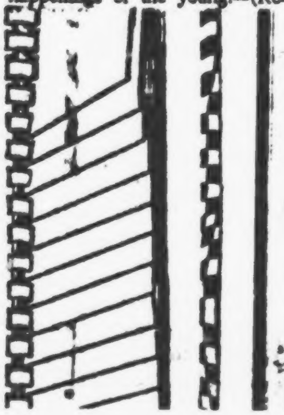

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THE AVENGERS, 9 p.m., Channel 8: Mrs. Peel visits the home of a bridge expert and

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bringing to 14,066 the Arabs who have taken advantage of the cease-fire amnesty.

China Factions Battle

HONG KONG (UPI) — Fierce artillery duels were reported Friday to have been raging for the past two days in Canton between a regular Army division and mutinous brigades in the city's outskirts.

In a related development, pro-Mao top military leaders in Peking called on the Chinese army to play an even bigger role in the raging power strug-

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6:30	**Tarzan** C-NBC "The Perils of Charity Jones." (Conclusion.) Jai	**The Westerners.** Western adventure series. Tonight: "Gift From a
7:00	and missionary held by jungle tribe and scheduled for execution (R)	Gunman," with Howard Keel. "The Black Wagon," with Esther Williams
7:30	**Man From U.N.C.L.E.** C-NBC "The Super Colossal Affair." Napoleon and Illya try to	**Stagecoach West** "The Remounts." David is held hostage by four killers
8:00	prevent a mad movie director from bombing Las Vegas (R)	
8:30	[redacted] C [redacted] special dealing with air pollution problems	**Lawman** Marc taunts daughter into shooting Deputy McKay
9:00	**Laredo** C-NBC "Like One of the Family." Bennett is ordered to evict	**Friday's Big Movie** **"Remains to Be Seen."** June Allyson, Van Johnson.
9:30	an old aristocratic family from land purchased by the railroad (R)	Vocalist and drummer become entangled in a murder case
10:00	**News, Weather, Sports** C	**News, Weather** C
10:30	**:35 Tonight Show** C-NBC	:15 Movie continued
11:00	Miss America contestants	**Movie: "Creature With the**
11:30	Log © 1967, Fort Worth Star-Telegram	**Atom Brain."** Richard Denning
12:00	**News; Joe Pyne** C	

SATURDAY DAYTIME TE

	WBAP-TV (Channel 5)	KTVT (Channel 11)
		Log © 1967, Fort Worth Star-Telegram
6:00	**Across the Fence** C	
7:00	**Planning; :30 Clutch Cargo** C	
8:00	**Super 6; :30 Atom. Ant** C-NBC	**:25 Meditations** C
9:00	**Flintstones** C-NBC	**:30** Movie: **"The White**
9:30	**Space Kidettes** C-NBC	**Goddess."** Jon Hall
10:00	**Secret Squirrel** C-NBC	**Ho Ho the Leprechaun** C
10:30	**Jetsons** C-NBC	**Popeye**
11:00	**Cool McCool** C-NBC	**Sgt. Preston**
11:30	**Movie: "Terror in the**	**Point of View** C
12:00	**Haunted House."**	**Parents in Action** C
12:30	Gerald Mohr	**Farm Show** C
1:00	**Major League Baseball**	
1:30	C-NBC	**Movie: "Hero of Rome."**
2:00		Gordon Scott
2:30		
3:00		**Buddy Price** C
3:30		
4:00	**Dennis the Menace**	**Cowboy Weaver** C
4:30	**Route 66**	**Gospel Jubilee**

RADIO STATIONS

AM
WBAP-WFAA 570 ABC
WBAP-WFAA 820 NBC
KBUY 1540 MBC
KRLD 1080 CBS
KJIM 870

KNOK 970
KFJZ 1270
KXOL 1360
FM
KTCU 89.1
KBUY 92.9

WBAP 96.3
KFJZ 97.1
KXOL 99.5
KFWT 102.1
KNOK 107.5

2.00
2:3
3:0
4:0

Jerry Coffey

BETWEEN EARS AND HORSES, ACTOR PARTIAL TO WESTERNS

Once upon a time, writer-producer Gene Roddenberry was developing a new series project, and he approached actor DeForest Kelly, a good friend, about accepting one of the regular roles.

"He told me it was a good part," Kelly recalled in Fort Worth Thursday, "but that it would involve some rather bizarre make-up—long, pointed ears."

The actor's reply, after his eyebrows came down to normal, was, in effect: Thanks a lot, old buddy, but if it's all the same to you I'll wait for that western you were telling me about.

The western was a projected series

"Now I have to shave and get cleaned up before going to the supermarket," he noted ruefully.

* * *

TOPS WITH SCIENCE BUFFS

The quality of the viewer response to "Star Trek" is even more impressive than the quantity, Kelly indicated. Much of the program's appreciative mail comes from adults—scientists, engineers, teachers. And it is the first series of its type that has managed to gain the respect of one of the fussiest minorities around, the science-fiction buffs.

Top science-fiction writers continue to contribute scripts. The season premiere episode, for example, was written by Theodore Sturgeon.

All the cast principals are returning for the n season, and Kelly disclosed that additional internation flavor has been added in the person of a Russian cre member named Chekhov.

* * *

Channel 5 will pre-empt "T.H.E. Cat" Friday at 8:3 p.m. to present a public affairs special on air pollution titled "Beware the Wind." Some of the program deals with the problem on the national and international levels, but a segment was produced locally, featuring expert spokesmen on the subject from several Fort Worth-Dallas area agencies.

Jerry Coffey

BETWEEN EARS AND HORSES. ACTOR PARTIAL TO WESTERNS

Once upon a time, writer-producer Gene Roddenberry was developing a new series project, and he approached actor DeForest Kelly, a good friend, about accepting one of the regular roles.

DeFOREST KELLY

"He told me it was a good part," Kelly recalled in Fort Worth Thursday, "but that it would involve some rather bizarre make-up—long, pointed ears."

The actor's reply, after his eyebrows came down to normal, was, in effect: Thanks a lot, old buddy, but if it's all the same to you I'll wait for that western you were telling me about.

The western was a projected series adaptation of the classic movie oater "High Noon" which never even made it to the pilot stage.

The other property was, of course, "Star Trek" and the role Roddenberry had in mind for Kelly was that of "Mr. Spock" the super-cool alien, who has become, in the person of Leonard Nimoy, a wildly popular, if rather peculiar hero figure and-or sex symbol to millions of viewers, young and old alike.

Kelly, though, has neither the time nor the inclination to concern himself with what might have been. He ended up with a major role in "Star Trek," too, one that requires no alteration of his handsome features, and he's quite satisfied with the way things are going.

* * *

Channel 5 will pre-empt "T.H.E. Cat" Friday at 8:30 p.m. to present a public affairs special on air pollution, titled "Beware the Wind." Some of the program deals with the problem on the national and international levels, but a segment was produced locally, featuring expert spokesmen on the subject from several Fort Worth-Dallas area agencies.

FORT WORTH STAR-TELEGRAM

FRIDAY, SEPTEMBER 1, 1967 * * * EIGHTY-SEVENTH YEAR, NO. 213

FRIDAY AFTER 5 TELEVISION PROGRAMS

	WBAP-TV (Channel 5)	KTVT (Channel 11)	WFAA-TV (Channel 8)	KRLD-TV (Channel 4)
5:00 **5:30**	**Adventure Theatre** C **Huntley-Brinkley** C-NBC	**Uncle Waldo's Cartoons** C **Cisco Kid** C	Sump'n Else (continued) C **Peter Jennings News** C-ABC	**McHale's Navy** **Walter Cronkite** C-CBS
6:00	News, Weather, Sports C	**Restless Gun**	News, Weather, Sports C	News, Weather, Sports C
6:30 **7:00**	**Tarzan** C-NBC "The Perils of Charity Jones." (Conclusion.) Jai and missionary held by jungle tribe and scheduled for execution (R)	**The Westerners** Western adventure series. Tonight: "Gift From a Gunman," with Howard Keel. "The Black Wagon," with Esther Williams	**Center Stage** C Variety special with Buddy Greco, Susan Barrett, Frankie Avalon	**Wild Wild West** C-CBS West and Gordon are astounded when warden releases a condemned killer (R)
7:30	**Man From U.N.C.L.E.** C-NBC "The Super Colossal Affair." Napoleon and Illya try to	**Stagecoach West** "The Remounts." David is held hostage by four killers	**Malibu U.** C-ABC Dionne Warwick is guest	**Hogan's Heroes** C-CBS Hogan hides German bigwig in Stalag 13 (R)
8:00	prevent a mad movie director from bombing Las Vegas (R)		**Rango** C-ABC Rango manages to end towns crime-free spree (R)	**Friday Night Movie** CBS "The Rat Race." C Tony Curtis, Debbie Reynolds.
8:30	**Beware the Wind** C Public affairs special dealing with air pollution problems	**Lawman** Man taunts daughter into shooting Deputy McKay	**Phyllis Diller** C-ABC Phyllis and Rudy scheme to get money for pizza machine (R)	Young saxophonist trying to make a career for himself meets and falls in love with
9:00	**Laredo** C-NBC "Like One of the Family." Bennett is ordered to evict	**Friday's Big Movie** "Remains to Be Seen." June Allyson, Van Johnson.	The Avengers C-ABC "The Joker." Mrs. Peel visits home of a bridge expert and	a small town dance contest winner (R)
9:30	an old aristocratic family from land purchased by the railroad (R)	Vocalist and drummer become entangled in a murder case	gets a bad deal from a man who seeks revenge against her (R)	
10:00	News, Weather, Sports C	News, Weather C	News, Weather, Sports C	News, Weather, Sports C
10:30	:35 Tonight Show C-NBC	:15 Movie continued	Movies: "Glory."	Merv Griffin Show
11:00	Miss America contestants	Movie: "Creature With the	12:45 "Brainwashed.'	Jaye Kennedy
11:30	Log © 1967, Fort Worth Star-Telegram	Atom Brain." Richard Denning	3:00 "Soldier of Love."	Jack Carter
12:00	News; Joe Pyne C		5:00 "Bedelia"	Star Playhouse

RADIO STATIONS

AM
WBAP-WFAA 570 ABC
WBAP-WFAA 820 NBC
KBUY 1540 MBC
KRLD 1080 CBS
KJIM 870
KNOK 970
KFJZ 1270
KXOL 1340

FM
KTCU 89.1
KBUY 93.9
WBAP 96.3
KFJZ 97.1
KXOL 99.5
KFWT 102.1
KNOK 107.5

KERA (Channel 13) Friday Programs

2:00 Friendly Giant
2:20 Travel Espana
3:00 Victorians
4:00 Dance Theater
5:30 Tales
5:00 What's New
5:45 Fr'ndly Giant
6:00 Creative Person
7:00 Observing Eye
7:30 Peace
8:00 My Opinion
8:30 Dollar's Worth
9:00 Big Picture
9:30 Soc. Security
9:45 Here's Texas

SAN JUAN, PUERTO RICO

BEWARE THE WIND was aired in prime time over station WKAQ on Sunday, September 17, 1967 at 10:00 PM. It was broadcast, both in Spanish and English, on other television stations covering the entire island, in prime evening time, during Community Health Week from October 15 to 21, 1967.

I. PREFACE

The development of this program in Puerto Rico has been not only interesting but revealing to us in the enthusiasm shown by the Puerto Ricans for receiving bio-medical information programming for mass-media.

Dr. Head has visited Puerto Rico several times in the past years and has had the opportunity to show BEWARE THE WIND to the members of the Medical Society as well as the Executive Committee on these occasions. Following these meetings it was agreed that it was important for BEWARE THE WIND to be translated into Spanish. After this was accomplished the script translation was forwarded to the Executive Secretary of the Medical Society and as per the letter of August 29, 1967 from the President of the San Juan Medical Society, this program has enjoyed wide dissemination on the island. Quote from August 29th letter:

> "This week I had a meeting with Mr. Orzabal Quintana, who is the Programming Director of WKAQ-TV and he told me that the Spanish translation of BEWARE THE WIND had been completed. We have arranged to show it tentatively on Sunday, September 17th at 10:00 PM Dr. Roldan is going to make the necessary comments following the movie. "

It is important to note that when a Medical Society becomes interested in this type of programming it can afford an enormous audience, not only on television but in captive audiences such as the following:

A. To the Medical Societies -- both to its committees and to the full membership. The possibilities for showing films of this nature by Medical Societies are exemplified by the uses of the San Juan Society, as follows:

1. February 13, 1967, shown to members of the Medical Society and the public in the amphitheater.
2. March, 1967, televised over station WSUR-TV, which covers the southern portion of the island.
3. October 15 - 21, 1967 shown on all stations during Health Week, covering the entire island.
4. Closed circuit television during the Annual Convention in November.
5. Repeat on televisions in both English and Spanish.

This summary is being written three years after BEWARE THE WIND first appeared in Puerto Rico. And it is our understanding that it has since been used a number of times throughout the island.

We believe that it is important not to under estimate the imagination which can be shown by a group such as the Puerto Rican Medical Society. Recently we have been contacted by three communities in Alaska with requests to provide them with bio-medical programming.

We feel sure that this same technique could be used in the state of Hawaii and in other similar outlying medical Centers.

It has been the experience of Dr. Head, who trained for a year in surgery at the Medical Center, in Honolulu, that there is an enormous amount of interest shown in responsible bio-medical programming which is professionally produced in a community such as Honolulu. These represent large groups of physicians and many of these Medical Societies are more vigorous than are some of the older societies on the mainland. These organizations, perhaps because of their youth and relative distance from other major medical centers, are most active in post graduate programming. We hope that it will be possible to include, in the future, Puerto Rico, Alaska, and Hawaii actively in all of our programming.

II. CONCLUSIONS

A. The territories and new states are most interested in receiving well produced bio-medical programming.

B. The populations which are reached in these outlining areas are often comparable with sizable communities on the mainland and the programs are used not only for mass-media presentations, but for medical teaching as well.

C. These programs -- often without being reported -- are appearing in the Medical Schools, to students, to house staffs and to special interest groups.

D. It should be remembered that there are increasing numbers of Mexican Americans in many of our cities, such as San Antonio, Los Angeles, San Diego, Albuquerque and others, and that it is now time to consider the possibility of language dubbing programs for these particular minority-majority groups.

III. SUMMARY

It was with considerable interest that the Airlie staff undertook scheduling BEWARE THE WIND in Puerto Rico and the results were revealing. The Medical Societies are very active in these communities and there is a marked interest in research and teaching. It is worthy of note that there is perhaps a greater rapport and mutual respect between the Medical Societies and the general public in San Juan then is evident in most cities.

We attended the preliminary showing of BEWARE THE WIND in the amphitheater of the Medical Society, which was open to the public, and there was a great deal of interest in evidence.

We feel that it would be worthwhile to those of us who are interested in the dissemination of bio-medical information through the profession to the public, to study closer the relationship which the physicians and the University Medical Center has developed within their community in San Juan and Honolulu.

SOCIEDAD MEDICA DISTRITO ESTE
ASOCIACION MEDICA DE PUERTO RICO
APARTADO [illegible]
SANTURCE, PUERTO RICO 00908

August 29, 1967

Mr. Murdock Head
Professor and Chairman
Department of Medical and Public Affairs
The George Washinton University
Medical Center
Airlie
Warrenton, Virginia 22186

Dear Murdock:

I hope you will forgive me for the delay in answering your letters of June 23 and July 27. I have been quite busy preparing our Semi Annual Convention and organizing the Community Health Week.

This week I had a meeting with Mr. Orzabal Quintana, who is the Programming Director for WKAQ-TV, and he told me that the Spanish translation of Beware the Wind had been completed. We have arranged to show it tentatively on Sunday September 17th at 10:00 P. M. Doctor Roldán is going to make the necessary comments following the movie.

So far, we have shown Beware the Wind on the following dates: January, 1967- private showing to our Board of Directors and some guests (around 25 persons). February 13, 1967- shown to members of our Medical Society and interested public at our amphitheater with an audience of approximately 60 persons. On March, 1967 it was shown through television station WSUR-TV which covers the southern part of our island. This program was sponsored by the Southern District Medical Society. We are planning to show it throughout the island, both in Spanish and English during the Community Health Week, October 15-21, 1967. We also plan to show it on closed circuit TV during our Annual Convention next November.

The Savage Cell has been shown to the four classes in our Medical School (around 250 students). It has also been shown to the staff and medical research personnel of our Veterans Administration Hospital. We are planning to show it thru Channel 18 (our English TV Station) or if we can get the script for its translation to Spanish, we can show it thru the other TV stations in the island. Like Beware the Wind, it will be shown to the public and physicians during the Community Health Week and in our Annual Convention.

Our Medical Society has given its full endorsement and sponsorship to these movies, which we think are of the highest quality and of a great educational value. People who have watched these programs have been very well impressed by their excellent quality.

We are grateful for your cooperation in helping us with our educational program. If available, we would like to show to our people other movies of this type.

Again, I want to apologize for my delay in answering your letters. I will keep you informed of all future showings of Beware the Wind and the Savage Cell.

Yours cordially,

Ovidio Rodriguez, Jr., M. D.
President
Eastern District Medical Society

ORJR/mas

REFERIDO A: Dr. Roldán

FEB 10 1967

El Imparcial ○
The San Juan Star ☑
El Mundo ○
El Día ○

Fecha: FEB 10 1967

Island News Briefs

Pollution Talks Set

Air pollution problems in Puerto Rico will be aired tonight during a panel discussion at the Puerto Rico Medical Association (PRMA).

The panel will be followed by exhibition of a $150.000 color picture called "Beware the Wind," produced by Dr. Murdock Head, director of the Airle Foundation in Washington, D.C.

The picture deals with air pollution in the U.S and several European countries.

Head will be one of the panelists. Other members of the panel are Secretary of Health Mario Garcia Palmieri; Dr. Arnaldo Roldan, director of the Health Department's Research Center on Air Pollution, and Lorenzo P. Iglesias, an engineer and specialist on the subject.

PRMA President Luis Izquierdo Mora will be moderator.

Dr. Herbert Dalnat, an official of the U.S Public Health Service, will participate in the question and answer period.

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Este Recorte de Prensa pertenece a los archivos de la Oficina de RELACIONES PUBLICAS del DEPARTAMENTO DE SALUD DE PUERTO RICO. Gracias

Núm. ________

Archivado en ______________________

6-64-500

FEB 13 1967

El Imparcial ○
The San Juan Star ○
El Mundo ○
El Día ○ ✓

Fecha: ____________________

REFERIDO A:
Dr. Roldán
____
____

Discuten Hoy Problemas Contaminación Del Aire

Sobre el problema de la contaminación atmosférica en la Isla, la Asociación Médica celebrará hoy lunes un foro y exhibirá la película en colores "Beware the Wind", en la cual se ilustra el problema tal y como se observa en algunos países de Europa y en los Estados Unidos.

La actividad comienza a las ocho de la noche en el domicilio de la Asociación en la avenida Fernández Juncos, parada 19, Santurce.

Integrarán el foro que discutirá el problema de la contaminación atmosférica el Secretario de Salud, doctor Mario R. García Palmieri; el Director del Centro de Investigaciones de Contaminación Atmosférica, Dr. Arnaldo Roldán; el ingeniero Lorenzo R. Iglesias, especialista en contaminación atmosférica, y el Dr. Murdock Head, Director de la Fundación Airle, de Washington.

El doctor Luis A. Izquierdo Mora, Presidente de la AM, será el mantenedor, y el doctor Herbert Dalnat participará en la parte correspondiente a preguntas y respuestas.

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Este Recorte de Prensa pertenece a los archivos de la Oficina de RELACIONES PUBLICAS del DEPARTAMENTO DE SALUD DE PUERTO RICO. Gracias

Núm. __________

Archivado en ____________________

6-64-500

NEW ORLEANS, LOUISIANA

BEWARE THE WIND was televised on February 23, 1967, from 10:30 - 11:00 PM over WDSU, New Orleans.

I. PREFACE

Our rapport with station WDSU in New Orleans has been most gratifying and has been one of continuing pleasant relationships with both the station and with the local medical people. The executive Secretary of the Orleans Parish Medical Society, Mr. Al Kahlmann, is most cooperative and has been most helpful to us in the past.

This station has continually been a support to us and we are most gratified for the excellent relationship we have with them.

II. PROCEDURE

Several trips were made to New Orleans and a number of meetings were held with the Program Director, Mr. Gerald Romig at WDSU. Mr. Romig, who was contacted during one of the national meetings, had agreed to cooperate with us on BEWARE THE WIND in New Orleans.

The station took it upon itself to work with the Medical Society in contacting the Dean of the Medical School and we found that this was a most encouraging step on the part of the broadcaster. Frequently broadcasters do not have the rapport with the Medical Schools, but only with the Medical Society. One of the real problems in this whole matter of distribution with medical people is to secure the cooperation of the Medical Society and the academic community. This has been accomplished through the broadcast of BEWARE THE WIND in New Orleans and has been most satisfying to us. We hope to continue with this relationship and to produce further programming in the New Orleans area.

III. CONCLUSIONS

A. The establishment of rapport at top level management in a station is most important for success in scheduling.

B. Station WDSU is closely affiliated with the Stern Foundation. This is also important in the city of Chicago with the station affiliated with the Field Foundation. These stations are more apt to be concerned with public affairs broadcasting and frequently will afford us time which is not available in stations owned by more commercial groups.

C. New Orleans is receptive to bio-medical programming because of the fine work which has been conducted by Tulane and the University of Louisiana School of Medicine.

D. New Orleans represents a major southern market and is a city in which we feel grateful to have such excellent cooperation from the station.

IV. SUMMARY

BEWARE THE WIND was televised as scheduled in New Orleans. The station itself was most helpful in obtaining the participating physicians along with the Medical Society. We hope that it will be possible to continue to work in this way with WDSU-TV and the medical society in New Orleans

Again, it should be pointed out that, because of the excellent rapport between the broadcasters and the medical groups in New Orleans, a program of this type could be scheduled without any problem. In fact, WDSU had such great success with their presentation of BEWARE THE WIND that it scheduled and presented EAGLE'S LAMENT on May 25, 1969, at 6:30 PM with equally as satisfying results.

WDSU-TV
520 ROYAL STREET NEW ORLEANS, LA 70130

February 27, 1967

JERRY E. ROMIG
Program Director

Mr. William Templeton
Director of Communications Projects
AIRLIE PRODUCTIONS
Warrenton, Virginia 22186

Dear Mr. Templeton:

"BEWARE THE WIND" was, in our opinion, a thoroughly professional production. The pace was excellent, the content certainly was timely and well handled. The color was very good and very important to this broadcaster. Over 20% of New Orleans TV sets are color and I'm sure you can imagine how vital color can be under such percentages.

We will look forward to receiving future Airlie Foundation telecasts.

With best wishes,

Sincerely,

JERRY E. ROMIG

JER/mdd
AIR MAIL

A DIVISION OF THE ROYAL STREET CORPORATION

LOUISIANA TUBERCULOSIS &
RESPIRATORY DISEASE ASSOCIATION
305 BARONNE STREET, SUITE 407 • NEW ORLEANS, LOUISIANA 70112
PHONE 523-3093

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February 24, 1967

Dr. Murdock Head
Director
Airlie Center
George Washington University
Warrington, Virginia

Dear Dr. Head:

Your very excellent documentary, "Beware the Wind", was shown locally on WDSU, Channel 6, last night. We were greatly impressed with this presentation, and feel that it is superior to any film that we have seen dealing with this vital topic.

It would be very valuable to us, and to our Ad Hoc Committee on Air Pollution, as well as the many guests present, if we could borrow this film for showing at our Annual Meeting to be held in Shreveport, Louisiana on April 14, and 15, 1967.

If you would let me know what might be involved in obtaining a print of this documentary, we would be most appreciative.

Sincerely,

G. Arthur Smith, Jr.
Program Director

cc: Mr. W. Findley Raymond
Executive Director

LOUISIANA TUBERCULOSIS & RESPIRATORY DISEASE ASSOCIATION
305 BARONNE STREET, SUITE 407 • NEW ORLEANS, LOUISIANA 70112
PHONE 523-3093

affiliated with the National Tuberculosis Association

W. Findley Raymond
Executive Director

October 11, 1967

Mrs. Charlotte Fowler
Assistant to the Chairman
The George Washington University
Medical Center
Dept. of Medical & Public Affairs
Warrenton, Virginia 22186

Dear Mrs. Fowler:

Thank you again for allowing us to use [illegible]

It was shown to a group of 40 physicians, public health workers and voluntary health agency people from Louisiana, Texas and Alabama at our Basic Course in Air Pollution on October 5th. and 6th. here in New Orleans.

Comments, in general, were highly favorable, and the use of the film provided the basis for an excellent discussion period.

We thank you again for allowing us to use the film which we shipped to you yesterday afternoon, having insured it for $200.00.

Sincerely,

G. Arthur Smith Jr.
Program Director
GASJr./jc

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LEGACIES, BEQUESTS AND MEMORIAL GIFTS ARE NEEDED FOR THIS IMPORTANT WORK.

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[illegible]

June 7, 1967

Mrs. Charlotte Fowler
Assistant to Dr. Head
The George Washington University
Airlie Center
Warrenton, Virginia

Dear Mrs. Fowler:

We thank you very much for your kindness in permitting us to borrow and use BEWARE THE WIND for so long a period of time. The film has been mailed to you this morning and was insured for $ 200.00.

There is great interest in our providing a print to the State Film Library of the Louisiana State Board of Health, and we would like to know what price has been set for purchase of such prints as soon as you are able to provide such information.

During the seven weeks that we have used the film, it has been shown to four of our local affiliate Association Boards, in Shreveport, New Iberia, Houma, and Lafayette, Louisiana. In addition, special showings were done in Alexandria for the Director of the Department of Health and Physical Education of Louisiana College, for the Technical Secretary and Staff of the Louisiana Air Control Commission(this is the sole Official Agency in Louisiana for Air-Pollution Control) and for staff members of the Departments of Public Health Engineering, and Public Health Education of the Louisiana State Board of Health.

Again, a very sincere "thank you" for use of the film, and if you can give me the information relative to its purchase sometime in the near future, we will be additionally appreciative.

Sincerely,

Arthur S

G. Arthur Smith, Jr.
Program Director

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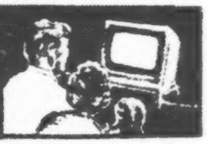
NEW ORLEANS
STATES-ITEM
THURSDAY, FEBRUARY 23, 1967

Today on TV



8 p. m.

4—Movie. "Two for the Seesaw." Shirley MacLaine, Robert Mitchum. (1962.)

8—The City in History. "The City as Man's Home." Probing slums, giant public housing complexes, mass suburbs and bleak luxury apartments.

12—Love on a Rooftop. Color. "Low Calorie Love." Judy Carne, Peter Deuel.

8:30 p. m.

6—Dragnet. Color. "The Bank Examiner Swindle." Jack Webb, Harry Morgan, Howard Culver, Donald Barry.

12—That Girl. Color. "A Tenor's Loving Care." Marlo Thomas, Ted Bessell, Caroll O'Connor.

9 p. m.

6—Dean Martin. Color. Guests: Connie Francis, Phil Harris, Don Cherry, Dom DeLuise, Sandler and Young.

8—New Orleans: Medical Center of the Americas. "Emergency Service."

12—Stage '67. Color. "C'est la Vie." Guests: Diahann Carroll, Maurice Chevalier.

9:30 p. m.

8—Choice: Challenge for Modern Woman. "And Who Are You?"

10 p. m.

4—Victory at Sea.

6—News. Color.

12—News.

10:15 p. m.

12—Weather, Sports.

10:25 p. m.

6—Sports, Weather. Color.

10:30 p. m.

4—News. Color.

6—Beware the Wind. Air pollution.

12—Movie. "Phone Call From a Stranger." Rerun.

10:45 p. m.

4—Sports, Weather. Color.

11 p. m.

4—Movie. "Boy on a Dolphin." Rerun.

6—Tonight. Color. Johnny Carson. Guest: Buddy De Franco.

Midnight

6—Merv Griffin. Arthur Treacher. Guests: June Havoc, Renee Taylor.

12:30 a. m.

4—Movie. "The Wonders of Aladdin." Noelle Adam, Donald O'Connor. (1961.)

Tomorrow

5:40 a. m.

4—Prayer.

5:45 a. m.

4—Town and Country Journal. Farming.

6 a. m.

4—At the College Level. Color.

6:15 a. m.

6—International Zone.

12—Prayer.

6:30 a. m.

4—Info. Color. News, variety, weather.

NEW ORLEANS
STATES-ITEM
Thursday, February 23, 1967 ★ ★ TWENTY-THREE

Today, Tomorrow on TV

4 6—News. Color.

8—Let's Tell a Story. "The Red Shoes." Rerun.

12—The Flintstones. Rerun.

5:15 p. m.

4 6—Sports, Weather. Color.

8—Davey and Goliath. "The New Skates." Rerun.

5:30 p. m.

4 6—News. Color.

8—Panorama 39. "Music for Modern America."

12—Cheyenne. "Mountain Fortress." Rerun.

6 p. m.

4—Amos and Andy. "Relatives." Rerun.

6—News. Color.

8—At the College Level. Perun.

6:15 p. m.

6—Weather, Sports. Color.

6:25 p. m.

12—News.

6:30 p. m.

4—Young People's Concert. Color. "Charles Ives: American Pioneer." The New York Philharmonic with Leonard Bernstein.

6—Daniel Boone. Color. "The Young Ones." Kurt Russell, Claire Wilcox, Frankie Kabott, Fess Parker.

8—What's New. "Living World." Rerun.

12—Batman. Color. "Batman Displays His Knowledge." Julie Newmar, Adam West, Burt Ward.

8:30 p. m.

6—Dragnet. Color. "The Bank Examiner Swindle." Jack Webb, Harry Morgan, Howard Culver, Donald Barry.

12—That Girl. Color. "A Tenor's Loving Care." Marlo Thomas, Ted Bessell, Caroll O'Connor.

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10:30 p. m.

4—News. Color.

8—Beware the Wind. Air pollution.

12—Movie. "Phone Call From a Stranger." Rerun.

10:45 p. m.

4—Sports, Weather. Color.

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The Times-Picayune

NEW ORLEANS, THURSDAY MORNING, FEBRUARY 23, 1967

Details of Today's Television Shows

8:30 p. m.

6—**Dragnet.** Color. "The Bank Examiner Swindle." Jack Webb, Harry Morgan, Howard Culver, Donald Barry.

12—**That Girl.** Color. "A Tenor's Loving Care." Marlo Thomas, Ted Bessell, Caroll O'Connor.

9 p. m.

6—**Dean Martin.** Color. Guests: Connie Francis, Phil Harris, Don Cherry, Dom DeLuise, Sandler and Young.

8—**New Orleans: Medical Center of the Americas.** "Emergency Service."

12—**Stage '67.** Color. "C'est la Vie." Guests: Diahann Carroll, Maurice Chevalier.

9:30 p. m.

8—**Choice: Challenge for Modern Woman.** "And Who Are You?"

10 p. m.

6—**News.** Color.

12—**News.**

10:15 p. m.

4—**Victory at Sea.**

12—**Weather, Sports.**

10:25 p. m.

6—**Sports, Weather.** Color.

10:30 p. m.

[illegible]—**Beware the Wind.** Air pollution.

12—**Movie.** "Phone Call From a Stranger." Rerun.

10:45 p. m.

4—**News.** Color.

LOS ANGELES, CALIFORNIA

BEWARE THE WIND was scheduled for Saturday, August 23, 1969 at 8:00 p.m. for broadcast over Station KTTV.

I. GENERAL

Los Angeles, like Washington, D.C., and New York, is one of the most difficult markets in which to schedule public affairs television because of the quality of competitive programming. Los Angeles is one of four major centers of television production in the United States. Consequently, all of the stations there are quite selective in their choice of programs.

KTTV was selected as our outlet in Los Angeles because it is part of the Metromedia Broadcasting Group. Metromedia is a progressive group of television stations throughout the country which are, to a large degree, dedicated to the presentation of outstanding public affairs programs. In past years, Metromedia has had the foresight to broadcast productions of an extremely current nature and has done so far in advance of most other stations.

The Metromedia stations in New York, Washington, D.C., and Los Angeles are the second stations in public affairs ratings in their respective markets. This is especially surprising since these stations are not affiliated with any of the three major networks. This fact should illustrate graphically the excellence with which these stations must program.

II. SPECIFIC

In order to secure a broadcast commitment from KTTV, it was necessary to make several trips to Los Angeles. Many meetings were held with Mr. Jon Ross, Executive Producer for Metromedia Television. BEWARE THE WIND was screened for Mr. Ross and his staff, and their reaction was favorable. We explained that the program was particularly topical in light of the up-coming air pollution hearings to be held in Los Angeles.

After much consultation, KTTV agreed to broadcast BEWARE THE WIND on August 23, 1969 at 8:00 p.m. We felt that this was a major break-through for programming of this type. Unless a good rapport is established with individual stations, it is extremely difficult for independent television producers to have their productions broadcast. Because we were able to relate BEWARE THE WIND to an important local issue, and because the program was of high quality, we were able to establish this rapport with KTTV.

III. CONCLUSION

1. The station management of KTTV was quite pleased with their presentation of BEWARE THE WIND. In a letter dated September 29th, 1969, Mr. John Ross said: "The program was produced in a very fine manner. The format and quality was excellent, as was the use of color."

2. The program was well received by the public. The station reported receiving many phone calls thanking them "...for presenting such an excellently produced program."

3. Because of the success of this venture, we feel that future programming assistance by KTTV will be a matter of some ease. The station is now familiar with the quality of our productions, and has expressed a desire to utilize all future endeavors. We believe this to be a major break-through as Los Angeles is an extremely important television market.

IV. EAGLE'S LAMENT

The rapport established with television Station KTTV, and the great success with which BEWARE THE WIND was received, enabled us to schedule EAGLE'S LAMENT in prime time in that market. The program aired on Saturday, January 31, 1970 at 6:30 p.m., and again the next evening -- Sunday, February 1, 1970 at 9:30 p.m.

The program was well received and prompted the following reaction from broadcaster Harfield Weedin. In a February 3rd letter to Arthur Godfrey, Mr. Weedin wrote:

> "It was excellent...It was called EAGLE'S LAMENT--was an 'Airlie Production'...You were great, and I would like to see it again."

The Stamp Out Smog citizens organization in Los Angeles utilized the production at their March 2nd meeting and felt it to be "an excellent coverage on air pollution."

Because of the success of these two programs, we are confident that all future programming efforts in the bio-medical area will be received favorably by the management of KTTV.

MM11
KTTV

JON ROSS/EXECUTIVE PRODUCER

METROMEDIA TELEVISION/5746 SUNSET BOULEVARD/LOS ANGELES, CALIFORNIA 90028/TEL 213-462-7111

September 29, 1969

Mr. Barry Allentuck
Project Coordinator
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mr. Allentuck:

In answer to your letter of September 10, we are enclosing reprints from various Southern California newspapers. In addition to the enclosed, we did receive many phone calls thanking us for presenting such an excellently produced program.

The program was produced in a very fine manner. The format and quality was excellent, as was the use of color. However, as in so many programs of this nature, there are no answers to the stated problem found. My overall impression was: "Isn't it a shame about smog -- I wonder if they'll ever do anything about it." My opinion is no reflection on your efforts. Obviously, a great deal of time, effort and money was spent in producing this film.

If we can be of any further help, please contact me.

Cordially,

JR:sh

Enclosures

HOLLYWOOD CITIZEN-NEWS
Aug. 22, 1969

ALLEN RICH
Television Editor

The Weekend On Television

KTTV will try and relieve the tedium of late summer TV viewing when it presents four specials over the weekend.

Tonight at 6:30 it'll be Making the Scene, with Bill Welsh as host. It's a behind-the-cameras look at the production of major United Artists motion pictures [illegible] location in Europe. Four movies were visited during the 10 days Welsh spent overseas. And among the stars and industry personalities visible will be Ben Gazzara, Anthony Quinn, Anna Magnani, Robert Vaughn, George Segal, Virna Lisi, David Wolper and Stanley Kramer.

Saturday at 7 p.m. Keep America Singing occupies the KTTV air, with Dennis Day as host, singer Maggie Whiting and comedian Herb Shriner aboard. It's a barbershop quartet sort of thing.

It will be followed on KTTV tomorrow at 8 by Beware the Wind, narrated by Robert Preston. This one deals with the problem of smog — something with which we are all "acquainted" in Los Angeles. ✓

Sunday at 7 the station offers the 90-minute Tokyo Olympiad, which has won wide respect from the critics. Jack Douglas is narrator for the athletic spectacular which presents the best footage of that taken by 164 photographers chronicling the doings of 5,000 real athletes from 94 nations.

* * *

Guests and Topics

SATURDAY: Making of the President — 1964 — a 90-minute documentary of the Johnson-Goldwater election will be broadcast over Ch. 11 at 8:30 p.m., with a repeat tomorrow night at the same hour.

A "Bible Scientist," an atheist and a writer who modestly speaks of his 1,000 love affairs are among the cast of characters for Joe Pyne, Ch. 11 at 10:30 p.m.

Huntington Park, Calif.
Signal
(Cir. D 24,129)

AUG 1 4 1969

Allen's P. C. B. Est. 1888

Pollution Problem

"Beware the Wind," a documentary concerning the air pollution problem in cities of any size throughout the world, will debut Aug. 23 on KTTV.

With scenes from Fairbanks, Alaska, to Venice, Italy, the 8 p.m. Channel 11 colorcast will attempt to achieve a comprehensive presentation of the smog problem combatted by the action-oriented citizens in many of our nation's cities.

Narrated by actor Robert Preston, the 30-minute telespecial will focus professional and public attention on air pollution, the problem it creates and possible approaches to a solution.

✓

South Gate, Calif.
South Park News
(Cir. W. 54,000)

AUG 7 1969

Allen's P. C. B. Est. 1888

ighway Carnage 'V Warning On August 28

"Highways of Agony," a ruesome treatise of highay carnage, will air in olor at 9:30 p.m. August 28 n KTTV.

Offered as a public service afety warning just prior to e long Labor Day week nd, the Ohio State Highay Patrol-produced-special hows how motorists the ation over are slaughtering one another.

Not recommended for children, "Highways of Agony" for viewers with strong omachs and open minds — d should be seen by every e who drives.

Veteran newsman Jack atham will introduce the -minute look at murder on the national highways — and especially during supposed fun-packed long holiday weekends.

Bell, Calif.
Bell-Maywood
Industrial Post
(Cir. [illegible])

AUG 7 1969

Gruesome Treatise Is Aired

"Highways of Agony," a gruesome treatise of highway carnage, will air in color at 9:30 p.m. Aug. 28 on KTTV.

Offered as a public service safety warning just prior to the long Labor Day weekend, the Ohio State Highway Patrol-produced-special shows how motorists the nation over are slaughtering one another.

Not recommended for children, "Highways of Agony" is for viewers with strong stomachs and open minds — and should be seen by everyone who drives.

Veteran newsman Jack Latham will introduce the 30-minute look at murder on our nation's highways — and especially during supposed fun-packed long holiday weekends.

Huntington Park, Calif.
Signal
(Cir. D 24,129)

1 1969

Allen's P. C. B. Est. 1888

Fields' Film Festival

Sophisticated-slapstick comedy at its best comes to KTTV next week Aug. 18 through 22, as Channel 11 salutes the late W. C. Fields with a "W. C. Fields Film Festival."

Featuring four of Fields' greatest hits, the Festival will air from 11 p.m. to 12:30 a.m., pre-empting "Allen Ludden's Gallery."

Festival features include "My Little Chickadee" Aug. 18 and 22; "The Bank Dick," Aug. 19, "Never Give A Sucker An Even Break," Aug. 20 and "You Can't Cheat An Honest Man," Aug. 21.

Garden Grove, Calif.
Huntington Beach Ed.
Orange Co. Evening News
(Cir. D 2,522 - S 2,524)

AUG 0 1969

Allen's P. C. B. Est. 1888

BACK HOME with the King Family (11), 7 p.m. — A musical hour of nostalgia filmed at the actual Pleasant Grove (Utah) home of Grandma Driggs and the late William King Driggs features youthful memories, historic areas surrounding Salt Lake City the Brigham Young memorial, Parley's Canyon, and the singing of "Battle Hymn of the Republic."

Garden Grove, Calif.
Westminster Evening News
(Cir. D 25,000)

AUG 0 1969

Allen's P. C. B. Est. 1888

STOCK MARKET: What's Happening? (11), 10:30 p.m. —Metromedia's Rolland Smith teams with Rudy Rodiman for an examination of the market today—and what can be expected in days to come.

L ANGELES TIMES 8-23/69

WEEKEND TV

Barbershop to Black America on Agenda

The weekend offers a variety of programming touching on subjects from black America to barbershop quartets.

ABC offers another of its Summer Focus series of specials at 4 p.m. Sunday over Channel 7. "To Be Black" examines the psychological realities of being black in a white America. Negro psychiatrists Drs. William Grier and Price M. Cobbs are featured with ABC's Frank Reynolds as host.

This evening at 7 Channel 11 presents a musical special titled "Keep America Singing." Dennis Day is host of the hour showcasing America's barbershop quartets. Singer Margaret Whiting and Herb Shriner are featured.

As a sidelight, Channel 40 at 2 p.m. Sunday premieres Fiesta Latina, a weekly series featuring performing amateurs. Supervisor Ernest Debs and film stars Rafael Campos and Carlos Rivas guest for the debut.

Here are other weekend programs of note.

★

SATURDAY: Pulitzer Prize-winning author Theodore H. White guests on the Evans-Novak Report, 12:30 p.m. on Channel 11 . . .

Assembly minority leader Jesse Unruh is quizzed on News Conference at 6:30 p.m. on Channel 4 . . . Morgana King and Balinese dancer I. Made Bandem join Rosey Grier at 6:30 p.m. on Channel 7 . . .

KTTV explores the problem of a smog-bound world from Alaska to Venice, Italy, in "Beware the Wind," special airing at 8 p.m. on Channel 11 . . . "Making of the President—1964," 90 minute special documenting the presidential campaign of that year, receives a double encore at 8:30 p.m. tonight and Sunday on Channel 11 . . .

British singer Lulu, Chet Akins, John Hartford and comedienne Fannie Flagg visit Johnny Cash at 9:30 p.m. over Channel 7 . . .

Regis Philbin welcomes Mayor Sam Yorty, Milton Berle, Jackie Cooper, Peter Hurkos and Sam Riddle to his second show, 10 p.m. on Channel 9 . . .

Atheism, alcoholism and love are topics for discussion on the Joe Pyne Show at 10:30 p.m. on Channel 11 . . .

★

✓

SPORTSLOOK

Funny Little AFL Is Laughing Now

BY DON PAGE

Times Staff Writer

When the American football League first appeared on the parlor screen in 1960, it looked like an episode from The Untouchables. It was fast, furious, undisciplined and everybody got killed.

Verne Gogne

You have seen prison breaks that were more sophisticated.

But for sheer unadulterated action, the AFL was indeed off to a promising beginning. While the blue book of football listed only the snobbish aristocracy of the National Football League, the new interlopers were found on the yellow pages. They were castoffs, retreads, semi-pros and the greenest of rookies from obscure small colleges. And they played the game like the losers would be hanged.

While the NFL produced great defensive collisions, beautifully precisioned, the AFL manufactured crude brawls with spectacular scores and it wasn't uncommon for a team to collect five touchdowns and lose. AFL football was fun. By pro standards, it was considered camp. And, to the chagrin of the NFL, it wouldn't go away.

ABC-TV subsidized the young league through its difficult years, then NBC picked up the tab while it was maturing and carried it to the Super Bowl, where the New York Jets made the investment one of the truly extraordinary ventures in sports. The funny little league made it, and next year its full merger with the NFL will be culminated.

Rozelle Kills AFL-KTTV Games

Consequently, this last season of separatism is generating more interest among the fandom than ever before. The AFL has found new pride. It houses the world champions. The NFL, of course, has a bitter issue to settle. Realizing the stakes involved, the fans enthusiastically await the first televised confrontations between the leagues in preseason play and the long championship season ahead. Would it be foolish to speculate that CBS and NBC will annihilate all existing football rating records this fall? Are there Communists in China?

Channel 11, in view of this, had hoped to share a fragment ~~of the~~ ratings glory with an attractive package of five AFL preseason meetings, initiating it with tonight's scheduled Kansas City-Oakland encounter. But in a masterstroke of timing, Commissioner Pete Rozelle last week issued a ruling prohibiting the release on TV of preseason AFL games if the television stations are located more than 75 miles from the home city of the competing teams. KTTV had to cancel its series.

Ridiculous? Naturally. It's a wonder that we were allowed to view Friday night's College All-Stars vs. New York Jets on ABC.

MM11
KTTV

JON ROSS/EXECUTIVE PRODUCER

METROMEDIA TELEVISION/5746 SUNSET BOULEVARD/LOS ANGELES, CALIFORNIA 90028/TEL. 213-462-7111

January 13, 1970

Mr. Frank Kavanaugh
The George Washington University
AIRLIE
Warrenton, Virginia 22186

Dear Frank:

The enclosed photocopy speaks for itself. Also, I would like to give you the definite playdates of "Eagle's Lament." These dates and times are:

Saturday, January 31	6:30PM
Sunday, February 1	9:30PM

How's that for exposure?

Best regards,

JR:sh

Dr. Herd

STAMP OUT SMOG ALERT

STAMP OUT SMOG O.C. PO BOX 5128 GARDEN GROVE 92641 893-7829 FEBRUARY 1970

ORANGE COUNTY TURNS OUT

The January meeting of SOS Orange County got off to a good and enthusiastic start. Everyons rolled up their sleeves and pitched right in volunteering for the various commitees. It was decided to make Cal State Fullerton the home of SOS meetings and they will be held regularly on the first Monday of each month. The committee chairmen are as follows: Technological Study - Carl Cederstrand; Public Awareness - Georgeann Knowles and Zulema Mirkin; Legislation - Susan Peterson and the SOS Board; Environmental Study - Dr. Harvey Blend; Telephone - Becky Hughes and Vickey Lancaster; Idea and Planning Coordinating Committee - Joan Fenn; Clerical - Dora Nell Hedrick; Publicity - Verne Hedrick. If anyone wants to add his or her name to the committee of interest to them, please call 893-7829 and be assured there will be plenty to do.

The next meeting of SOS will be March 2 at Cal State Fullerton, Science Bldg., Rm. 121, at 7:30-10 pm. Mr. Barry Allentuck of George Washington University of Virginia, is sending a print of the 30 minute film "EAGLE'S LAMENT", which is narrated by Arthur Godfrey. This was shown Jan. 31 on TV Channel 11, and was reported to be an excellent coverage on air pollution. In addition to the movie, the Orange County Air Pollution Control District Engineer, Mr. Ed Camarena and the APCD attorney, Mr. Jim Urban, will be on hand to let us know what all has been going on. This should be a very enjoyable evening besides being informative. The public is invited, as it will be to all SOS meetings. This is the policy of Orange County SOS, who feel the citizens have the responsibility for cleaning up the atmosphere, and they are always welcome to our group. If any resident of Orange County is wondering what can be done about the dirty air come join our group and help hasten the day of blue skies and clean air. Membership is only $3.00 a year and a family is included for $5.00. Not a bad bargain, when there is so much to be gained by joining forces. SOS needs contributions to pay for postage, mailing of air pol. literature, and for this newsletter. Donations are TAX DEDUCTIBLE and large amounts are accepted. It is hoped that our budget will allow the $45.00 for obtaining a bulk mailing rate. At the present St. Pauls Methodist Church in Orange is allowing us to use their special rate, and we thank them for it. Come to the meeting March 2.

SOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOSOS

Dr. Dubridge, presidential science advisor and executive secy of the Environmental Quality Council says air and water pollution is very serious. People are not suffocating in large numbers at this moment, but many people with pulmonary diseases are suffering and it exacerbates many ailments. Emphysema and asthma sinus infections etc are surely aggravated by air pollution. If we do nothing then clearly in some cities, the situation will become a real crisis. It is a HEALTH HAZARD NOW, it could get to the killing stage in the next dozen years.

In a free enterprise economy it is harder to deal with our problems. If we had a dictator a lot of the environmental polluters would be stopped. You would abolish the automobile, you'd have to abolish power plants and you would further abolish the manufacture of chemicals to do it. We want to, in our economy supply people with what they want and what they are willing

VII. ANALYSIS AND EVALUATION BY THE PROFESSIONS AND PUBLIC

The attached selected responses represents a wide variety of disciplines, organizations, and views, however, as producers of prime time public affairs programs, we are particularly sensitive to the judgement of our peers.

On Saturday night, the 28th of October in 1967, the Annual Emmy Award Presentations of the National Academy of Television Arts and Sciences was held in Washington, D. C.

In the category of Best Television Documentary, the Academy chose, as the outstanding achievement of the year, BEWARE THE WIND.

We are deeply grateful to the National Academy of Television Arts and Sciences for this honor.

Sunday, Oct. 29, 1967 THE WASHINGTON POST

10 Emmy Awards Go To Station WTOP-TV

WTOP-TV (Channel 9) won ten of the 23 Emmy awards presented last night at the seventh annual awards dinner of the Washington Chapter of the National Academy of Television Arts and Sciences.

WRC-TV (Channel 4) received five Emmys, WMAL-TV (Channel 7) won three and WETA-TV took two. Three awards went to independents.

The chapter established in perpetuity the Ted Yates award, named for the writer-producer-director who was the first newsman to be killed in the Arab-Israeli war last June.

450 Persons Watch

Some 450 persons attended the black-tie dinner in the Statler-Hilton Hotel, where Mayor Walter E. Washington, actor Bob Crane of "Hogan's Heroes" and local entertainment impresario Patrick Hayes handed out the awards. The individual winners were:

Lamar Allison, sound engineer, "The Charlie Byrd Show," Channel 9; Allison again as sound engineer for the "National Gallery Concert," Channel 9; Charlie Byrd, performer and music director for "The Charlie Byrd Show," Channel 9; Charles Fe[illegible]te, cinematography, "Annapolis: Citadel of Freedom," Channel 4; Stephen Geer, performer and writer, "WTOP Reporters: Two Hours to Broadway," Channel 9.

Also, Jerry Johnson, producer-director-writer, "The Sweet Smell of Freedom," Channel 7; George Koutsukos, director and cinematographer, "Look Further Than Tomorrow," Channel 26; Bob O'Connor, producer, "Ten Two," Channel 5; Stuart Finley, writer and producer, "The Third Pollution," independent.

Awards for News

News awards went to Julian Barber, newsman, "7 p.m. News Night," Channel 9; Larry Krebs, cameraman, "Channel 7 News," Channel 7; Paul Liebler, producer of "News Night" Channel 9, and Glenn Linker, newsman, "7 p.m. News," Channel 4.

"News Night," Channel 9, and "News Four Washington," Channel 4, also were singled out for Emmys.

Emmys for program achievement went to: "Annapolis: Citadel of Freedom," Channel 4; "Beware the Wind," Channel 4; "Conversation With a King," Channel 9; "Look Further Than Tomorrow," Channel 26.

Also, "Pageant of Performing Arts — The Charlie Byrd Show," Channel 9; "The Sweet Smell of Freedom," Channel 7, and "WTOP Reports: Two Hours to Broadway," Channel 9.

MELVIN R. LAIRD
7th District, Wisconsin

Home Office:
Post Office Building
Marshfield, Wisconsin
Zip Code 54449

Committees:
Appropriations
Defense
Labor
Health
Education
Welfare

Congress of the United States
House of Representatives
Washington, D.C. 20515

November 6, 196

Dr. Murdock Head
Airlie Foundation
Warrenton, Virginia

Dear Murdock:

Congratulations on receiving the Television Academy's Public Affairs Emmy Award for "Beware the Wind", as the best documentary of 1967.

I think this is an outstanding tribute to the quality of the documentaries you have produced.

With best wishes and kindest personal regards, I am

Sincerely yours,

Mel Laird

Melvin R. Laird
Member of Congress

MRL:b
m

VIII

SELECTED LETTERS FROM

A. Broadcasters

B. Medical Organizations

C. Citizens

D. State Health Department
  Representatives and Industry

E. Members of Congress and Representatives
  of the Executive Branch

A. SELECTED LETTERS FROM BROADCASTERS

RKO GENERAL BROADCASTING
5100 WISCONSIN AVENUE, N.W. · WASHINGTON, D.C. 20016 · AREA CODE 202 244-5600

WASHINGTON NEWS BUREAU

March 23, 1967

Mrs. Charlotte Fowler
George Washington University Airlie Center
Warrenton, Virginia

Dear Mrs. Fowler,

I think your film, BEWARE THE WIND, is excellent. I would like to recommend its use to our stations and would appreciate your sending me all necessary information.

Sincerely,
Clifford Evans

Clifford Evans
Director
Washington News Bureau

WPIX 11

April 22, 1969

Mr. Frank Kavanaugh
Director
Communications Projects
George Washington University
Warrenton, Virginia 22186

Dear Frank;

This will confirm our conversation concerning the use of your excellent films on air pollution and drug addiction.

We intend to use the first air pollution program in our New York Closeup, which is regularly scheduled at 8:30 PM on Sundays.

To coincide with the New York State hearings, we will schedule the program on May 11. Due to the uncertainties of the Yankee baseball games, which we carry, we would like the option to run the program adjacent to the game, should the timing be unusual in any way.

We're very excited about your excellent work, Frank, and I am sure that the New York exposure will reflect credit on the University and WPIX-TV.

Thanks again for making the material available to us.

Cordially,

Dick

Richard N. Hughes
Director of Community Affairs

September 5, 1967

Mrs. Charlotte Fowler
Airlie Foundation
Warrenton, Virginia 22186

Dear Mrs. Fowler:

In addition to the enclosed clippings, we included stories on three of our newscasts calling attention to Beware the Wind. We also delivered six on-the-air promotions Thursday and Friday.

Beware the Wind is the best program I have seen to date -- and that includes network productions. The Airlie program avoids the inherent melodramatic traps with dramatic pictorial contrasts accompanied by a factual, unhurried narration that gives the viewer time to assimilate the message. It is a "think piece" without being pedantic.

The color is excellent and its value almost inestimable. We are color-conscious at WBAP -- all local live programs have been color-cast for over ten years. Our news film has been in color for over a year. We believe in it.

Our personnel who worked the program's presentation or saw it at home were impressed with the story. The City Manager and City Sanitation Engineer of Fort Worth who appeared on our local tie-in were elated. The City Council is studying the new budget which includes an increase for pollution work and study.

Thanks for a good program. We look forward to the next one.

Sincerely,

Frank Mills
Coordinator of Public Affairs

FM:dw
enc.

FORT WORTH STAR-TELEGRAM STATIONS/WBAP (AM) 570 kc ABC/WBAP (AM) 820 kc NBC/WBAP-FM 96.3 mc/WBAP-TV Channel 5 NBC/
VICES OF CARTER PUBLICATIONS INCORPORATED / MAIN OFFICES AND STUDIOS 3900 Barnett Street, Fort Worth, Texas / MAIL
DRESS Box 1780, Fort Worth, Texas 76101 / TELEPHONE Area Code 817 JEfferson 6-1981 (From Dallas ANdrew 4-2484) / DALLAS OFFICES
North Akard Street, Dallas, Texas 75201/TELEPHONE Area Code 214 Riverside 2-9031 / Peters, Griffin, Woodward, National Representatives

WALA-TV

ROYWOOD CORPORATION

210 GOVERNMENT STREET MOBILE, ALABAMA 36601

18 August, 1967

Mrs. Charlotte Fowler
Assistant to the Chairman
AIRLIE PRODUCTIONS
Warrenton, Virginia 22186

Dear Mrs. Fowler:

We would like to pass on the reaction we received concerning our presentation of "Beware the Wind," last August 7.

The production was an excellent one in every respect. The transmission of color television signals has become an important part of our industry today and we would like to compliment you on the excellent color print which you sent us.

We did not broadcast from the film directly, but made a video tape copy. The color resolution remained constant throughout and one of our technicians noted that the quality was superb.

As we said before, the content and format were gone over carefully prior to airing and everyone agreed that you dealt with the subject in a very professional way.

We will advise as soon as possible when we plan to air "The Savage Cell."

Best wishes,

WALA-TV

Claude Evans

Claude Evans,
Program Director

CE:bv

WALA-TV

ROYWOOD CORPORATION

210 GOVERNMENT STREET MOBILE, ALABAMA 36601

1 August, 1967

Dr. Murdock Head
GEORGE WASHINGTON UNIVERSITY
Airlie Center
Warrenton, Virginia

Dear Dr. Head:

"Beware the Wind" has been scheduled for prime time viewing Monday, August 7, 1967, 9:00-9:30 PM.

We were fortunate in being able to acquire the services of our public health officer, Dr. George Newburn, in arranging a local tag to the film, discussing our local air pollution problem and steps being taken to control it. Dr. Newburn's guests were Mr. Arch Winters, Mobile City Planning Consultant, and Mr. Jim Fibbey of the Mobile County Board of Health. The presentation was excellent in every respect and we anticipate many favorable comments.

Last week, we previewed the presentation for various community leaders involved in major industrial manufacturing in the area and, although they were rather sensitive about the problem, they agreed that the documentary was a good one and something everyone should be made aware of.

We are going to begin work on "The Savage Cell" and try to get it on the air as quickly as possible.

Best wishes,

WALA-TV

Claude Evans

Claude Evans,
Program Director

CE:bv

WVTV
television channel 18
PARKLAWN BOX 6627, MILWAUKEE, WISCONSIN 53216

WKY TELEVISION SYSTEM, INC.
BROADCASTING SERVICE OF THE OKLAHOMA PUBLISHING COMPANY
E. K. GAYLORD PRESIDENT
EDWARD L. GAYLORD EXECUTIVE VICE PRESIDENT
JOHN M. HABERLAN STATION MANAGER

August 24, 1967

Mrs. Charlotte Fowler
Assistant to the Director
Airlie Productions
Warrenton, Virginia 22186

Dear Mrs. Fowler:

In reply to your recent letters regarding "Beware The Wind" and "The Savage Cell" we are returning both films to you under separate cover.

The production values of both programs were excellent, however, we found "Beware The Wind" to be much more effective than "The Savage Cell" for presentation to a lay audience. I doubt that I've ever seen better color photography and film editing than that contained in "Beware The Wind." It was truly a magnificent piece of work, and we would be interested in seeing any similar productions in the future. The other film, "The Savage Cell," although well produced, seemed more appropriate for an audience of persons familiar with Leukemia research.

I hope my comments are of some benefit and I will be looking forward to seeing future productions from the Airlie Foundation.

Cordially,

Joe Loughlin

Joe Loughlin
Administrative Assistant

JL/sj

WVTV MILWAUKEE • WKY-AM-TV OKLAHOMA CITY • WTVT TAMPA, ST. PETERSBURG • KTVT DALLAS, FORT WORTH • KHTV HOUSTON

WDSU-TV

520 ROYAL STREET NEW ORLEANS, LA. 70130

JERRY E. ROMIG
Program Director

February 27, 1967

Mr. William Templeton
Director of Communications Projects
AIRLIE PRODUCTIONS
Warrenton, Virginia 22186

Dear Mr. Templeton:

"BEWARE THE WIND" was, in our opinion, a thoroughly professional production. The pace was excellent, the content certainly was timely and well handled. The color was very good and very important to this broadcaster. Over 20% of New Orleans TV sets are color and I'm sure you can imagine how vital color can be under such percentages.

We will look forward to receiving future Airlie Foundation telecasts.

With best wishes,

Sincerely,

Jerry Romig

JERRY E. ROMIG

JER/mdd
AIR MAIL

A DIVISION OF THE ROYAL STREET CORPORATION

ARIZONA TELEVISION COMPANY
3435 NORTH 16TH STREET
PHOENIX, ARIZONA 85016
TELEPHONE (602) 264-5691

December 23, 1969

Mr. Barry Allentuck,
Project Coordinator
George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Barry:

Thanks for the information you sent with your letter. I've been rather busy, and just looked at "EAGLE'S LAMENT" yesterday. I'll have it dubbed and get the film back to you in a few days.

I've set Sunday January 17, 1970, 9:30-10:00 PM for the telecast. I'm trying to get Norman Schell of the State Health Dept. to handle the open part of the program. As yet, I've not been able to reach him.

Regarding the film, I must say its the best treatment of air pollution I've seen. If it doesn't jar some of our silent citizens loose, nothing will. We will have the telecast listed in the TV Guide, and in our newspaper column. Also, the week prior to the telecast, all "on the air" people will call attention to the program. I plan also to send out some letters to responsible community leaders about the telecast. I have a feeling we'll have a good share of the Sunday night viewers. It's interesting that more and more people are becoming aware of the problem. Let's hope we can solve it very soon.

I was quite interested in the brochure on Airlie Foundation and Conference Center. It looks like it would lend itself to some fine conference atmosphere.

My very best wishes for a Happy Holiday and a good New Year. I hope you'll have an opportunity to get out our way again soon.

Cordially,

Chuck

Chuck Glance
Program Director

CG:mc

ABC TELEVISION NETWORK

WTCN TELEVISION, INC.

2925 DEAN BOULEVARD MINNEAPOLIS, MINNESOTA

April 2 1970

Mr. Barry Allentuck
George Washington University
Medical Center
Warrenton Virginia 22186

Dear Barry:

Everything did indeed go smoothly with our presentation of Eagles Lament, we ran it at 10pm on Sunday March 29th. For the local segment, I did an interview with Dr. Harold Paulus of the University of Minnesota. He is considered a nationally known expert on the air pollution problem.

As for reaction, I have heard many fine comments, Dr. Paulus thought the film made some excellent points, and was well done. The fact that the University of Minnesota requested the film for showing on a local educational station, after it was shown on WTCN, speaks for itself.

I am familiar with your productions, and so was not surprised at the excellent photography, and editing. As you are no doubt aware, color, has become indispensible in television films. In fact this one would have lost much of its impact, without color. The quality was excellent, and we look forward to airing more of your productions in the future.

Sincerely Yours,

Ed Moore

Ed Moore
Public Affairs Director

WNEP·TV Channel 16

Wilkes-Barre — Scranton Airport · Avoca, Pennsylvania 18641 · Phones: 457-7401
655-2821

August 23, 1967

Dr. Murdock Head
Airlie Foundation
Warrenton, Virginia

Dear Dr. Head:

It was a distinct pleasure meeting with you yesterday to put together the programs on "The Savage Cell" and "Beware the Wind".

Since this was our first locally-produced venture with "live" color camera, we were highly pleased with the color quality of both the films used within the format.

As for your personal handling of the moderators position with our doctors' panels, it was a superbly polished piece of work.

The Luzerne County Medical Society has already phoned me to report how impressed, grateful and proud they were with the programs.

For your information, we are scheduling "The Savage Cell" on Thursday, August 31st 8:00-8:30 PM pre-empting "F Troop"; and scheduling "Beware the Wind" on Monday, September 4th 7:30-8:30 PM pre-empting "Iron Horse".

I look forward to the next opportunity we can work together again.

Sincerely,

Hal Berg
Program Manager

HB/mc

BIRMINGHAM WBRC TV-AM-FM · BUFFALO WGR TV-AM-FM · CINCINNATI WKRC TV-AM-FM · COLUMBUS WTVN TV-AM-FM · KANSAS CITY WDAF TV-AM-FM · LEXINGTON WKYT TV · SCRANTON WILKES-BARRE WNEP-TV

WTVN TELEVISION

753 HARMON AVENUE, COLUMBUS, OHIO 43223 • AREA CODE 614 • [illegible]

May 29, 1968

Murdock Head, M.D., Professor and Chairman
George Washington University Medical Center
Department of Medical and Public Affairs
Airlie
Warrenton, Virginia 22186

Dear Murdock:

Beware The Wind is now scheduled for play on our station on June 20th at 10:30 PM. We are very pleased to be able to present this outstanding film documentary along with the studio interview of our top local physicians.

I feel that the film itself is the finest of its kind I've seen, and makes a major contribution in the battle against air pollution. The film quality, treatment of the subject, and dramatization of what otherwise might be a dull subject add up to a powerful documentary.

Congratulations again on a job very well done!

Sincerely,

Earl

Earl K. Green
News Director

EG/ss

Taft

BIRMINGHAM	BUFFALO	CINCINNATI	COLUMBUS	KANSAS CITY	LEXINGTON	SCRANTON WILKES-BARRE
WBRC	WGR	WKRC	WTVN	WDAF	WKYT	WNEP TV
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WLOS abc TV

288 MACON AVENUE - BOX 2150, ASHEVILLE, N.C. 28802 - PHONE 704 254 4321

POINSETT HOTEL - BOX 2363, GREENVILLE, S.C. 29602 - PHONE 803 239-84

October 3, 1967

Mrs. Charlotte Fowler
Assistant to the Chairman
THE GEORGE WASHINGTON UNIVERSITY
MEDICAL CENTER
Warrenton, Virginia

Dear Mrs. Fowler:

Regarding your letter of September 5, 1967 concerning the response we received about BEWARE THE WIND, we are very happy to say that it was received very well by our audience.

We received favorable comments about the color, format, and content of the show.

The clients were well satisfied.

Sincerely,

GLENN ADKINS, Jr.
Operations Manager

GA,JR:dlf

WFMY Television
GREENSBORO, N. C. 27420 • DRAWER 22047 • PHONE (919) 274-0114

September 12, 1967

Mrs. Charlotte Fowler
Assistant to the Chairman
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mrs. Fowler:

Regarding your inquiry about "BEWARE THE WIND" we, too, consider it was incorporated in an effective thirty minute program on air pollution.

The quality of the film and the editorial content was very good. It should be noted, however, that the length of twenty-two minutes does not lend itself to the normal television programming format. In the instance of our program, and that of four other stations, some editing was necessary, and a supplementary interview followed the body of the film. You are to be congratulated on the production of this film.

Sincerely,

Dave Wright

DW:lw

WTVD TELEVISION BOX 2009 DURHAM, NORTH CAROLINA 27702 919-477-2131

September 12, 1967

Mrs. Charlotte Fowler
The George Washington University
Medical Center
Department of Medical and Public Affairs
Airlie
Warrenton, Virginia 22186

Dear Mrs. Fowler:

The response to BEWARE OF THE WIND was quite favorable. We heard many compliments from viewers, our own staff, and the sponsors.

The show was quite informative about a serious subject although, one did not lose sight that the common denominator in television is entertainment. The public can be informed and educated more effectively as you have demonstrated if the above is considered in the production.

The color, content, and format were all excellent.

Regards,

John Atkinson
Program Manager

JA:rl

CAPITAL CITIES BROADCASTING CORPORATION

WFIE-TV 14

1115 MOUNT AUBURN ROAD
EVANSVILLE, INDIANA 47712
TELEPHONE: AREA 812 425-6201

August 31, 1967

Mrs. Charlotte Fowler
Assistant to the Director
Airlie Productions
Warrenton, Virginia 22186

RE: BEWARE THE WIND and THE SAVAGE CELL

This confirms that we played BEWARE THE WIND on Sunday, April 2, 2:30-3 PM, and THE SAVAGE CELL on July 2, 10:30 PM, with a repeat at 5 PM on July 8. Our local Smoke Commissioner appeared in the sequence following BEWARE THE WIND, and two doctors from the Vanderburgh County Medical Society participated in the discussion of leukemia.

I feel the open-end technique is quite useful in tying in these subjects to the local scene. Mr. Tiernan of the Medical Society seemed most enthusiastic about continuing with future medical specials of this kind.

Chester T. Behrman
CHESTER T. BEHRMAN
Program Manager

CTB
a

MEMBER
THE TELEVISION CODE
NATIONAL ASSOCIATION OF BROADCASTERS
INDIANA BROADCASTERS ASSOCIATION
EVANSVILLE CHAMBER OF COMMERCE

WLYH-TV

[redacted]

PHONE 717-273-4551

December 14, 1967

Dr. Murdock Head, Chairman
Department of Medical and Public Affairs
The George Washington University Medical Center
Airlie
Warrenton, Virginia 22186

Dear Dr. Head,

Thank you for providing us with two interesting public service programs.

We were not able to play BEWARE THE WIND on October 31 because of technical problems with our video tape machine. That program has been rescheduled for December 26 at 10:00 PM.

We did play THE SAVAGE CELL on November 28 and I am happy to report that the telecast went off smoothly.

Your unique involvement of local doctors in the telecasts certainly increased the value of the program. The use of your film as a basis for the discussion seemed to work very well. One suggestion might be that the discussion could center more on the specific points covered in the film. The local doctors who participated seemed frankly uneasy at being asked to comment on areas in which they either were not expert or where they did not agree with the medical facts as you presented them.

The use of color in programs such as this certainly helps to attract viewers with color sets.

Again thank you for your participation in the project.

Sincerely,

Don Cunningham
Program Manager

DC/jmz

Radio and Television Division — Triangle Publications, Inc.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WFBG-AM • FM • TV, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLYH-TV, Lancaster-Lebanon, Pa. / KFRE-AM • FM • TV, Fresno, Calif.

KSTP • AM • FM • TV   HB INC   KOB • AM • TV   WGTO • AM   HUBBARD BROADCASTING, INC.

KSTP RADIO AND TELEVISION
3415 UNIVERSITY AVE. • MINNEAPOLIS • ST. PAUL, MINNESOTA 55114

October 11, 1967

Mrs. Charlotte Fowler
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mrs. Fowler:

We telecast your documentary "BEWARE THE WIND" on September 7th 8:30-9:00 pm local time. I thought the film and the local interview went very weel.

I must admit that we did not receive very many comments about this program from the public. Unfortunately, it seems that many people are quick to complain about a bad program and very slow about making comments about an exceptionally good program. I am sorry that I do not have any further comments from the public.

As far as myself and the management of this station, we felt that this was a well-produced film which did a good job about focusing the public's attention on the problems on air pollution.

Sincerely,

Loren Mathre

Loren W. Mathre
Program Coordinator

LWM-rh

WJAR-TV

BROADCAST DIVISION OF THE OUTLET COMPANY | PROVIDENCE R.I. 02903 | 861-9100

OUTLET

WJAR | PROVIDENCE
WJAR-TV
WDBO AM-FM | ORLANDO
WDBO-TV

June 7, 1967

Mrs. Charlotte Fowler
Airlie Center
George Washington University
Warrenton, Virginia

Dear Charlotte,

I am glad to report that we telecast your excellent film, BEWARE THE WIND twice on WJAR-TV for the information of audiences in Southeastern New England.

Friday night, May 12 at 9:30 P.M., BEWARE THE WIND was presented in color and followed by an eight minute interview with Austin Daley, chief of the new division of Air Pollution in the State Health Department. He and Channel 10's Art Lake discussed the local aspects of the air pollution situations depicted in the film.

The program was repeated on WJAR-TV's daily morning public service show, THE WORLD AROUND US, Friday, May 19, at 9:30 A.M.

We appreciate your providing us with this outstanding graphic presentation of one of America's most urgent civic problems.

Sincerely,

Frederick R. Griffiths
Manager
Broadcast Public Affairs

FRG:p

WMAR-TV
A CBS AFFILIATE Channel 2 SUNPAPERS TELEVISION
6400 YORK ROAD · BALTIMORE, MARYLAND 21212 · TEL. (301) 377-2222

March 31, 1970

Mr. Barry Allentuck
Project Coordinator
George Washington University Medical Center
Department of Medical & Public Affairs
Airlie
Warrenton, Virginia 22186

Dear Barry:

We made good use of both EAGLE'S LAMENT and BEWARE THE WIND. However, we programmed them some time back and the dates and times are not at hand.

There can be no question of their fine quality and their message. Surely, these are professional productions, a credit to the programming of any television station.

If you have other offerings of this nature, please let me know.

We have pursued the air pollution problem and are now engaged in production of a half-hour program joined with the Cleaner Air Coalition of Baltimore, Inc.

All good wishes.

Sincerely yours,

David V Stickle

David V. Stickle
Director of Public Affairs

DVS/rg

January 27, 1970

George Washington University
Medical Center
Department of Medical & Public Affairs
Warrenton, Virginia 22186

Gentlemen:

We used your film as part of our public service show "Left, Right & Center" on the 25th of January. The film was shown in its' entirety and then there was a six-minute discussion of the problem of air pollution on a local level.

Thank you very much for this graphic depiction of this issue and for allowing us to use it.

Sincerely,

Andy

Andy Moore
Director "Left, Right & Center"
TV36 San Jose, California

AM:lb

KOIN
AM - FM - TV

MOUNT HOOD RADIO & TELEVISION BROADCASTING CORPORATION

140 S.W. Columbia Street · Portland, Oregon 97201 · (503) 228-3333

Jules Moreland
Program Director
Television

March 13, 1970

Mr. Barry Allentuck
Project Coordinator
THE GEORGE WASHINGTON UNIVERSITY
MEDICAL CENTER
Warrenton, Virginia 22186

Dear Barry:

We have viewed your two excellent documentaries on air pollution with the O.P.S. representatives here, and are laying plans to air them about two weeks apart in late April and early May.

We are planning to tag these shows with locally produced suggested alternatives to the pollution problems.

If you are planning any additional shows this year on relative subjects, would you please let me know?

Best regards.

Sincerely,

Jules Moreland

Jules Moreland
Program Director
KOIN-TV

JM:fro

March 31, 1970

Mr. Barry Allentuck, Project Coordinator
Department of Medical and Public Affairs
The George Washington University
Medical Center
Airlie
Warrenton, Virginia 22186

Dear Barry:

I'm very happy to hear from you. Unfortunately, due to the mail strike, your letter of March 18 did not reach me until today.

However, I have good news for you. BEWARE THE WIND will air twice on our Community-At-Large program Saturday, April 18, 6:00 - 6:30 A.M., and on Sunday, April 19, 7:45 - 8:15 A.M.

BEWARE THE WIND is a fine film on environment, and it should awaken the concern to do something about the ecology crisis. There will be no commercial interruptions during the program, for it is a public service.

It's a pleasure to air such a worthwhile film.

Thank you, and I remain

Sincerely yours,

Alix M. Mariette
Film Coordinator

AMM/aa

WRC-TV
NBC OWNED STATIONS, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC
4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016, EMERSON 2-4000

July 21, 1969

Dr. Murdock Head
The Airlie Foundation
Warrenton, Virginia

Dear Dr. Head:

This is to let you know that WRC-TV is scheduling EAGLE'S LAMENT on Saturday, July 26, 1969 at 7:00 P.M.

I feel this is an excellent film and I am delighted that we can find a place for it. Not only does the film have the usual Airlie quality promotion and color, but it is most gratifying to find a film in the medical field so professionally produced from both the viewpoints of medicine and TV.

Sincerely,

Burton Bridgens

Burton Bridgens
Manager
Public Affairs

BB:ig

WFRV TELEVISION
MASON AT ROOSEVELT • GREEN BAY, WISCONSIN • ZIP 54305

July 27, 1967

Mrs. Charlotte Fowler
The George Washington University
Airlie Center
Warrenton, Virginia

Dear Mrs. Fowler:

This will inform you that we will be presenting the film presentation entitled, BEWARE THE WIND on Monday, July 31, at 7:00 PM Central Daylight Time, The program will be followed by a discussion between Dr. John Dettmann of Green Bay and Mr. Al Steffens who represents the Green Bay Air Pollution Control Board.

As was the case in our presentation of your production THE SAVAGE CELL-LEUKEMIA, we are indeed most pleased with the technical excellence and the program content of BEWARE THE WIND. We found the program to be timely, interesting and well-produced. We are looking forward to continued productions from your office.

If I can be of any further service to you, please do not hesitate to contact me.

Sincerely,

Harry Riegert

Harry Riegert
Program Director

HR:jk

PHONE (414) 437-5411 TWX 910-263-1258

KSTP • AM • TV   GOLD SEAL STATIONS   KOB • AM • TV   WOTO • AM   HUBBARD BROADCASTING, INC.

KOB RADIO AND TELEVISION
1430 COAL S.W. • P.O. BOX 1351 • ALBUQUERQUE, N.M. 87103

JERRY DANZIGER
Manager, KOB Television

October 27, 1967

Mrs. Charlotte Fowler
The George Washington University
Medical Center
Warrenton, Va. 22186

Dear Mrs. Fowler:

As you know, KOB Television telecast BEWARE THE WIND on Friday, October 20 at 7:30 to 8:00 PM. I am certain that the program was well received. We received a good many telephone calls at the station, thanking us for telecasting a program dealing with air pollution.

I personally found the program most interesting. The color reproduced perfectly over television, and the manner in which the program was put together very clearly and simply explained the situation.

KOB-TV received a Certificate of Appreciation from the Environmental Health Department's Air Management Division. I am enclosing a copy of the certificate for your files.

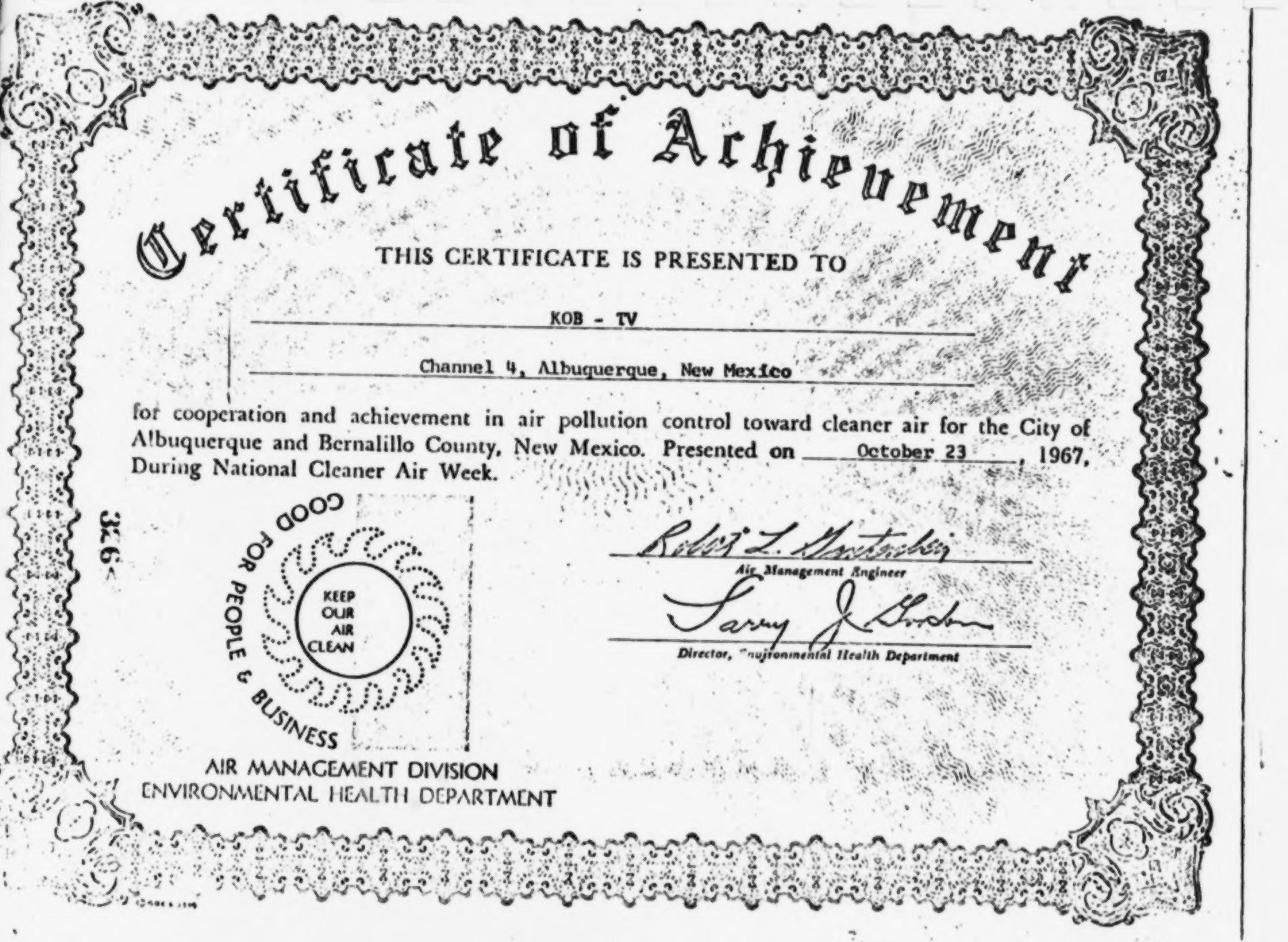
Thank you again for allowing us to telecast this very fine program.

Sincerely,

Jerry Danziger

Jerry Danziger
General Manager, KOB Television

JD/ma
Encl:



Certificate of Achievement

THIS CERTIFICATE IS PRESENTED TO

KOB - TV

Channel 4, Albuquerque, New Mexico

for cooperation and achievement in air pollution control toward cleaner air for the City of Albuquerque and Bernalillo County, New Mexico. Presented on October 23, 1967, During National Cleaner Air Week.

Robert L. [illegible]
Air Management Engineer

Larry J. Gordon
Director, Environmental Health Department

KEEP OUR AIR CLEAN
GOOD FOR PEOPLE & BUSINESS

AIR MANAGEMENT DIVISION
ENVIRONMENTAL HEALTH DEPARTMENT

326

B. SELECTED LETTERS FROM MEDICAL ORGANIZATIONS

WNEP-TV 16 abc

May 25, 1970

Mr. Barry Allentuck
Project Coordinator
The George Washington University
Medical Center
Department of Medical and Public Affairs
Warrenton, Virginia 22186

Dear Mr. Allentuck:

We thought Eagle's Lament was excellent. It fit right into our campaign on environmental pollution and we were very pleased to air it.

It aired on Sunday, April 19th, at 7:30 PM and the print was returned to you the following Monday.

Sincerely,

Mary Cordaro

Mary Cordaro
Assistant to the
Program Director

WILKES-BARRE/SCRANTON AIRPORT AVOCA, PENNA. 18641 717/457-7401 655-2821

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[illegible] PRODUCTIONS, INC. HOLLYWOOD • [illegible] PRODUCTIONS, INC. HOLLYWOOD

93

WSVA TV-AM-FM

[illegible] Harrisonburg, Virginia 22801 [illegible]

May 19, 1970

Mr. Barry Allentuck
Project Co-Ordinator
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mr. Allentuck:

I would like to schedule the two films "Eagle's Lament" and "Beware The Wind" on this station during the month of June. Specifically, I would like to air "Eagle's Lament" on Sunday, June 21, from 6:30 to 7:00 p.m., and "Beware The Wind" on Sunday, June 28 in the same time period.

I would appreciate very much a letter of confirmation from you in regard to this.

Sincerely yours,

Robert E. Lee

Robert E. Lee
Manager - Station Operations

REL/lkb

GILMORE BROADCASTING GROUP [illegible]

LOUISIANA TUBERCULOSIS &
SPIRATORY DISEASE ASSOCIATION
ONNE STREET, SUITE 407 • NEW ORLEANS, LOUISIANA 70112
PHONE 523-3093

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Miss Lois Simmons

June 7, 1967

Mrs. Charlotte Fowler
Assistant to Dr. Head
The George Washington University
Airlie Center
Warrenton, Virginia

Dear Mrs. Fowler:

We thank you very much for your kindness in permitting us to borrow and use BEWARE THE WIND for so long a period of time. The film has been mailed to you this morning and was insured for $ 200.00.

There is great interest in our providing a print to the State Film Library of the Louisiana State Board of Health, and we would like to know what price has been set for purchase of such prints as soon as you are able to provide such information.

During the seven weeks that we have used the film, it has been shown to four of our local affiliate Association Boards, in Shreveport, New Iberia, Houma, and Lafayette, Louisiana. In addition, special showings were done in Alexandria for the Director of the Department of Health and Physical Education of Louisiana College, for the Technical Secretary and Staff of the Louisiana Air Control Commission(this is the sole Official Agency in Louisiana for Air-Pollution Control) and for staff members of the Departments of Public Health Engineering, and Public Health Education of the Louisiana State Board of Health.

Again, a very sincere "thank you" for use of the film, and if you can give me the information relative to its purchase sometime in the near future, we will be additionally appreciative.

Sincerely,

G. Arthur Smith, Jr.
Program Director

330

LOUISIANA TUBERCULOSIS &
RESPIRATORY DISEASE ASSOCIATION
305 BARONNE STREET, SUITE 407 • NEW ORLEANS, LOUISIANA 70112
PHONE 523-3093

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October 11, 1967

Mrs. Charlotte Fowler
Assistant to the Chairman
The George Washington University
Medical Center
Dept. of Medical & Public Affairs
Warrenton, Virginia 22186

Dear Mrs. Fowler:

Thank you again for allowing us to use BEWARE THE WIND.

It was shown to a group of 40 physicians, public health workers and voluntary health agency people from Louisiana, Texas and Alabama at our Basic Course in Air Pollution on October 5th. and 6th. here in New Orleans.

Comments, in general, were highly favorable, and the use of the film provided the basis for an excellent discussion period.

We thank you again for allowing us to use the film which we shipped to you yesterday afternoon, having insured it for $200.00.

Sincerely,

G.Arthur Smith Jr.
Program Director
GASjr./jc

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PHONE 523-3093

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February 24, 1967

Dr. Murdock Head
Director
Airlie Center
George Washington University
Warrington, Virginia

Dear Dr. Head:

Your very excellent documentary, "Beware the Wind", was shown locally on WDSU, Channel 6, last night. We were greatly impressed with this presentation, and feel that it is superior to any film that we have seen dealing with this vital topic.

It would be very valuable to us, and to our Ad Hoc Committee on Air Pollution, as well as the many guests present, if we could borrow this film for showing at our Annual Meeting to be held in Shreveport, Louisiana on April 14, and 15, 1967.

If you would let me know what might be involved in obtaining a print of this documentary, we would be most appreciative.

Sincerely,

G. Arthur Smith, Jr.
Program Director

cc: Mr. W. Findley Raymond
Executive Director

LEGACIES, BEQUESTS AND MEMORIAL GIFTS ARE NEEDED FOR THIS IMPORTANT WORK

THE MEDICAL SOCIETY OF MOBILE COUNTY
248 COX STREET
POST OFFICE BOX 4266
MOBILE, ALABAMA 36604
TEL. 433-1904

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11 May 1967

Murdock Head, M. D.
The George Washington University
Airlie Center
Warrenton, Virginia

Dear Dr. Head:

The programs outlined in your recent letter certainly do provide interesting and important television viewing. The Medical Society of Mobile County assuredly would sanction such programs. There are several articulate physicians from whom we could afford panel discussion.

I will contact Mr. Ray McGuire at WALA-TV in the near future concerning this.

With regards,

Herbert V. Allen
Herbert V. Allen, M. D.
Secretary

HVA/jbc
cc: Mr. Ray McGuire

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THE DALLAS COUNTY MEDICAL Society
433 MEDICAL ARTS BUILDING

MILLARD J. HEATH
EXECUTIVE OFFICER

DALLAS, TEXAS 75201

September 15, 1967

Mrs. Charlotte Fowler
The George Washington University
Medical Center
Department of Medical and Public Affairs
Warrenton, Virginia 22186

Dear Mrs. Fowler,

This is in reply to your letter of September 2nd, relative to the television program, "Beware the Wind". I regret that I was away at this time; however, I asked Mr. Dick Fleming, the Administrative Assistant, to watch the program and report to me.

His comments are as follows: "I had the opportunity to see the WBAP-TV program "Beware the Wind" on a color television set Friday, September 1, and I must admit, it was most impressive. WBAP's use of local personalities was handled very well. The individuals from Dallas were interviewed on the spot while those from Fort Worth were brought to the studios. It was presented in a very professional way. The program was aired at prime time on Friday night. It kept my children entertained and interested which is a good guage. The color added much to the presentation. It may have had nothing to do with the very fine editorial in the Dallas Times Herald Tuesday, September 5, but it's interesting, the two were so close together".

We are glad to have had the opportunity to work with you in this project. Please give my regards to Dr. Head.

Sincerely yours,

Millard J. Heath
Millard J. Heath
Executive Officer

MJH:bw

THE DALLAS TIMES HERALD
DALLAS, TEXAS, TUESDAY EVENING, SEPTEMBER 5, 1967 16—A

Reproduced from best available copy.

Editorials

A Warning in the Air

A WELL-TIMED shove has been given Dallas' almost nonexistent efforts to control the growing pollution of its air. The push came from Dr. John Chapman of the University of Texas Southwestern Medical School, who told a Citizens Study Committee on Air Pollution that the time to attack this problem in North Texas is now—while it is relatively small. The timeliness of Dr. Chapman's warning was underscored by two companion circumstances — one local, one distant.

Almost as if on cue to dramatize the accuracy of Dr. Chapman's comment, atmospheric conditions in the Dallas area had produced on a number of late-August days a visible blanket of light greenish smog—not the dense West Coast kind, yet, but easily recognizable as an early warning of what can lie ahead. These conditions are caused by temperature "inversions" which place an invisible atmospheric lid over an area, trapping smoke and fumes-laden warm air which otherwise would rise harmlessly into the upper atmosphere. Staying close to earth, the murky contaminated air can be at the least an irritant and at worst deadly dangerous to all life on the ground.

Several times recently the smoggy haze was so thick the Dallas skyline was barely visible as close in as the Fort Worth Turnpike tollbooths west of Hampton Road — and was obliterated entirely from view a few miles farther west. This is an unhappy harbinger of what is in store unless, as Dr. Chapman urged corrective steps to reduce air contaminants are taken now, when action is relatively easy and less expensive. "This region is going to have a lot more people, a lot more cars and a lot more industry in the future," he said. Because of this, it's going to have a lot more air pollution."

The other simultaneous event relevant to the medical expert's talk here was taking place in the nation's smog capital itself, Los Angeles. The California metropolis has been choking through its worst air-pollution emergency in its history. Citizens were told the city faced a "major catastrophe"—but their burning eyes and noses already made this uncomfortably obvious. Drastic steps were being taken to reduce auto emissions and effect other rigid enforcements of antismog laws, in an effort to reduce the dense concentration of pollution.

Dallas is still a long way from reaching the crisis phase of air pollution. But with upwards of three-quarters of a million motor vehicles, multiplying miles of freeways and streets, a growing population and proliferating industry, it is all too apparent where we are headed — unless we cure this disease of over-civilization while it is still controllable. Our own skies tell us what is coming. And Los Angeles shows us plainly what will happen if we do not act.

NESBITT MEMORIAL HOSPITAL

563 WYOMING AVENUE, KINGSTON, PA.

DAVID G. SAYES, ADMINISTRATOR

September 14, 1967

Mrs. Charlotte Fowler
The George Washington University
Medical Center
Department of Medical and Public Affairs
Airlie
Warrenton, Virginia 22186

Dear Mrs. Fowler:

In reply to your letter of September 1 and 6, I am happy to report that we have had a most favorable response to the presentation of THE SAVAGE CELL - LEUKEMIA and BEWARE THE WIND.

There is no question that the response to BEWARE THE WIND was much greater and more favorable than THE SAVAGE CELL. I was amazed at the number of my patients who had favorable comments to make since the showing of that film.

I am certain that this film did create a lot of public interest in the problem and made the public aware that there was, indeed, such a problem. It is interesting to note that in the past several days, there have been several articles in the local newspapers concerning "air pollution."

Sincerely yours,

G.B. Davis, M.D.
President, Luzerne County A.A.G.P.

GBD:hkj

224-8116

Academy of Medicine of Columbus and Franklin County

Huntington Bank Building --- 17 S. High Street --- Suite 528

Columbus, Ohio 43215

April 4, 1968

Murdock Head, M.D.
Professor and Chairman
Department of Medical and Public Affairs
George Washington University Medical Center
Airlie
Warrenton, Virginia 22186

Dear Doctor Head:

It was a pleasure to meet you and cooperate in the video taping at WTVN-TV for the programs on air pollution and leukemia.

We wish to express our thanks for the opportunity to participate in these excellent programs.

The Academy of Medicine wishes to encourage you and Airlie to continue your efforts in the area of health education programs for the general public.

Our society looks forward to continued cooperation in any future programs which may be available.

Sincerely yours,

H. William Porterfield

H. William Porterfield, M.D.
President

HWP:A
cc: Mr. Earl Green

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LOUISVILLE, KENTUCKY

MARCH 1, 1967

MURDOCK HEAD, M.D.
AIRLIE FOUNDATION
WARRENTON, VIRGINIA

DEAR MURDOCK:

JUST A BRIEF LETTER TO EXPRESS TO YOU AGAIN MY CONGRATULATIONS ON THE EXCELLENCE OF THE FILM, "BEWARE THE WIND". THE PRIME TIME SHOWING IN NEW ORLEANS WAS OF GREAT SERVICE TO THE PUBLIC, AND OUR ACADEMY IS PLEASED TO BE A PART. YOU AND AMOS ARE DOING AN EXCELLENT JOB.

WITH BEST PERSONAL GOOD WISHES TO YOU. I AM LOOKING FORWARD TO SEEING YOU SOON.

VERY SINCERELY YOURS,

Carroll

CARROLL L. WITTEN, M.D.

CLW/sc

cc: EDWARD J. KOWALEWSKI, M.D.
GEORGE E. BURKET, JR., M.D.
AMOS N. JOHNSON, M.D.

AMERICAN ACADEMY OF GENERAL PRACTICE

VOLKER BOULEVARD AT BROOKSIDE · KANSAS CITY, MISSOURI 64112

OFFICE OF THE CHAIRMAN BOARD OF DIRECTORS
EDWARD J. KOWALEWSKI, M.D.
[illegible] NORTH NINTH STREET
AKRON, PENNSYLVANIA

March 3, 1967

Murdock Head, M.D.
Airlie Foundation
Warrenton, Virginia

Dear Murdock:

Allow me first to congratulate you officially on behalf of the American Academy of General Practice on the masterful classic film production job you did on "Beware the Wind". We are certain that this film will be used as a model for a long time to come.

But, even more important the Academy wishes to congratulate you for the making of a most useful film which we are convinced will have a great deal to do in mustering the forces required in solving this most important problem of air-pollution.

The quality and message of this film deserves more prime television time all over this country. Evidence to support this need was provided to me by the many comments that have come to me since the New Orleans showing.

The Academy of General Practice is proud to be associated with you and this very important film "Beware the Wind".

Most sincerely,

Ed

Edward J. Kowalewski, M.D.

Copies: Dr. Witten
Dr. Burket
Dr. Johnson
Mac F. Cahal

ek/ms

AMERICAN ACADEMY OF GENERAL PRACTICE

VOLKER BOULEVARD AT BROOKSIDE · KANSAS CITY, MISSOURI 64112

OFFICE OF THE PRESIDENT-ELECT
GEORGE E. BURKET, JR., M.D.
349 NORTH MAIN
KINGMAN, KANSAS

March 7, 1967

Murdock Head, M.D.
Airlie Foundation
Warrenton, Virginia

Dear Murdock,

I was delighted to have the opportunity to see your excellent film, "Beware the Wind", while we were in New Orleans a week ago.

Not only is the film one of top quality but the content is presented in such a manner as to create a tremendous amount of public interest in this important subject.

Best personal regards.

Sincerely,

George E. Burket, Jr., M.D.

GEB:sb
cc: Amos N. Johnson, M.D.

L. SPIRES WHITAKER, M. D.
823 McCALLIE AVENUE
CHATTANOOGA, TENN. 37403

January 14, 1967

Doctor Murdoch Head
Airlie Foundation
Warrenton, Virginia

Dear Murdoch:

Your movie and visit were most successful. Most everyone has called and complimented your excellent presentation and movie. Most of them have told me that they are anxious to assist in whatever program we set up.

Tuesday I will recommend to the House of Delegates that they endorse your movie and make for us an eight minute movie of local Air Pollution Problems. Since this will cost the local Society nothing I am under the impression that they will give their complete and wholehearted support. I am certain that a bill will be passed in Nashville, by the State Legislature, enabling Hamilton County to set up an Air Pollution Board with authority, I would likf for the eight minute movie to be available for showing before the bill is acted upon.

I enjoyed seeing you, Mrs. Fowler and Mr. Templeton very much, and I am looking fowards to each of you visiting us in the near future.

I am enclosing newspaper clippings that immediately followed your visit.

Sincerely,

Spires

LSW/id
Encl:

BRACKETT-ROYAL CLINIC
5302 BRAINERD ROAD
CHATTANOOGA, TENNESSEE 37411

TELEPHONE 629-1478

March 22, 1967

Mac F. Cahal
Executive Director
The American Academy of General Practice
Volker Boulevard at Brookside
Kansas City, Missouri 64112

Dear Mr. Cahal:

The local chapter of the AAGP had the pleasure of co-sponsoring the film Beware The Wind on local television. This film was produced by Dr. Murdock Head and the Airlie Foundation of Warrenton, Virginia. The film was sponsored by the District of Columbia Medical Society and the area AAGP.

In Chattanooga we have a situation similar to Pittsburgh, Pennsylvania in that we are in a deep valley with a river and surrounded by high hills. With this natural bowl we are subjected to all of the ill effects of air pollution.

Dr. Head's film vividly portrays the problem of air pollution and has had excellent results in furthering positive action to correct this problem.

We have hopes of obtaining sufficiently good results in the local control of air pollution to produce an "after" film showing what can be done through the cooperative action of individuals, industry, and government.

In areas where air pollution is an immediate problem and where an effective means of mobilizing public opinion is needed, Dr. Head can do a very effective job.

Very truly yours,

William D. Brackett, M.D.

WDB/jk
cc: Murdock Head, M.D.
Airlie Foundation
Warrenton, Virginia

L. Spires Whitaker, M.D.
823 McCallie Avenue
Chattanooga, Tennessee

the University of Alabama in Birmingham / [illegible]
the Medical Center

October 10, 1968

Dr. Murdock Head
Professor and Chairman
Department of Medical and
Public Affairs
George Washington University
Airlie Center
Warrenton, Virginia

Dear Dr. Head:

It was my pleasure to attend a screening of your two Airlie Productions, "The Eagle's Lament" and "Beware the Wind." I found both films to be excellent productions in dealing with the terrible problem of air pollution.

I believe the film medium is one of the best ways to take a problem and translate it into everyday terms that the public can understand. You are doing a great service this way.

In "Eagle's Lament" it would help to pull the automobile scenes together. Arthur Godfrey adds much with his narration. In "Beware the Wind" the interviews with individuals get the viewer involved.

As one who has worked with local public service programming, I know the length of your films allows time for local TV interviews at the conclusion of the program. This has great appeal and involves county medical and health groups. I intend to call your films to the attention of our local clean air committee which is strongly supported by the largest daily newspaper in the state.

Sincerely,

Fred Woodress
Assistant for Special Affairs
to the Executive Vice President

FW/ab

Chartered by

Congress 1819
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GEORGE W. COOLEY
Executive Director

2007 EYE STREET, N.W. • WASHINGTON, D.C. 20006 • Telephone 223-2230

March 1, 1967

Murdock Head, M.D.
Chairman
Ad Hoc Committee on
  Air Pollution
Medical Society of D. C.
Airlie Farm
Warrenton, Virginia

Dear Doctor Head:

The Executive Board of the Society met Monday evening and one of the items for discussion was the film "Beware the Wind." Several of our Board Members saw the premier of this film at the Apex Theatre several weeks ago, others had their first view of it at the showing at the New Senate Office Building.

All of the members were very pleased with the film and I would like to congratulate you on its technical portrayal as well as the vividness added by the color.

Since by some error the name of the Medical Society of the District of Columbia was omitted from the showing at the Senate Office Building, we would hope that this will be corrected in future showings throughout the country and that henceforth they will all carry the name of this Medical Society along with that of Airlie House. Again, it was an excellent film well done.

Sincerely yours,

George Cooley

GEORGE W. COOLEY
Executive Director

GWC:nlp

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December 5, 1969

Mr. Frank Kavanaugh
Airlie Foundation
Warrenton, Virginia 22186

Re: Film - "Beware The Wind"

Dear Mr. Kavanaugh:

Have you any prints of "Beware The Wind" for sale?

We hope so!

The print we purchased about two years ago has been spliced so many times that we need a replacement.

Your excellent film is really appreciated by Delawareans. It has been reserved constantly, continuously, since the day we first publicized its availability after the television showing on WHYY-TV.

Unfortunately, rough-handling on the part of many projectionists has resulted in torn sprockets and several tears and breaks in the film.

Since the need for education on air pollution is so great, we'll hope to hear from you soon about the availability of prints and about the cost for the print.

Thank you very much.

Sincerely,

Margaret

(Mrs.) Margaret B. Towers
Manager, Public Relations

Katharine R. Sturgis, M. D.
349 Wister Road
Wynnewood, Penna. 19096

September 16, 1969

Mr. Barry Allentuck,
Project Coordinator
George Washington University
Medical Center
Department of Medical and
Public Affairs
Airlie, Warrenton, Va. 22186

Dear Mr. Allentuck:

Thank you for your note of September 11th.

I was scheduled to make a statement as Chairman of the Committee on air pollution of the Philadelphia County Medical Society's hearings this week. A group of women from Bridesburg, fifty in number, rented a bus and attended the hearings. They were very effective and I was very glad I had urged them to attend.

EAGLE'S LAMENT was shown Saturday afternoon. Dr. Donaldson and I taped an eight minute interview which followed it. I think the movie was tops. There was only one correction which I hope you can make. Apparently the film was made before man landed on the moon. There is no atmosphere on the moon and the scientifically inclined might note the erroneous statement in that regard.

Congratulations on your good work.

Sincerely,

Katharine R Sturgis

Katharine R. Sturgis, M. D.

KS:GH

THE JOHNS HOPKINS UNIVERSITY

SCHOOL OF HYGIENE AND PUBLIC HEALTH

DEPARTMENT OF ENVIRONMENTAL MEDICINE
615 North Wolfe Street • Baltimore, Maryland 21205

Please Reply to Undersigned

May 23, 1968

Mr. Frank Kavanaugh
Administrative Assistant
The George Washington University
Medical Center
Airlie
Warrenton, Virginia 22186

Dear Mr. Kavanaugh:

Thank you very much for the loan of this excellent film. I think it does a splendid job. If there are to be any modifications in it, I would suggest that one might introduce more of the medical aspects for injury from Air Pollution from some of the recognized authorities, avoiding emphasis on the limited numbers of disasters and also avoiding suggested controversial areas as carcinoma of the lung and emphysema.

I don't mean for these comments to distract from my opinion of the value of the film. It is a splendid job.

Sincerely yours,

Donald F. Proctor (j.k.)

Donald F. Proctor, M.D.
Professor

DFP:jk

Enclosure

JOSEPH W. JOHNSON, JR., M. D.
MEDICINE
808 INTERSTATE LIFE BUILDING
CHATTANOOGA, TENNESSEE 37402

March 7, 1967

Dr. Murdock Head
Airlie Conference Center
Warrenton, Virginia

Dear Murdock:

A note to say how much all of us here appreciated the showing of "Beware The Wind" on TV here. Margaret and I watched it and the color on our set came through superbly though since it has a fairly small screen, the real splendor of the thing did not come through as well as the movie presentations I saw here and in Washington. Three, one doctor and two laymen who saw the movie here and spontaneously referred to the television presentation, commented on this and one of the laymen who saw it only on black and white was particularly disappointed as was another spontaneous commentator who had not seen it except on black and white TV. I think Spires and Snow Langston did a good job in their presentation here and I don't think the shift from color to black and white was too traumatic as I think upon those two of my colleagues, nor do I think any of us are particularly impressive in "living color". I do think any of the film presentations, however, almost literally require color and certainly your color is topnotch in the film though I have no idea in the world how many sets one might even anticipate that type of color communication in this country.

I have been frantically busy with air pollution and this must be a hasty note. Alex Guerry turned over to the Chamber what I think is a most level-headed report and suggested instrumentality for getting this thing undertaken in this particular community. He was unable to head the thing up and I was asked to so I have spent the last ten days casing the joint, accepted the job last Saturday and have spent a good deal of the last few days trying to fit people into the structure. I am most grateful for the critique that Bill Johnson and H.E.W. made of the two bills and I will write you as soon as I can get a chance at it, a play by play and blow by blow of the various interviews before I took the job and such successes and vicissitudes as may turn up as we try to get this thing moving. The Chamber of Commerce Directorate endorsed the Guerry Report unanimously and I think we are off to a good start though God knows how it will turn out. At any rate, after the various interviews I feel quite definitely that the community including a significant number of contributors to the problem are willing and anxious to get this done if we can have adquate technical and legal backing, both locally and through such consultative advice as we may be able to acquire from you and H.E.W. I am trying to get this thing as well structured as possible in the next few days, at least a meaningful start so far as the legal and technical consultants here because Margaret and I plan to fly out to Arizona next Thursday, pick up a daughter and head down the West Coast of Mexico for a little shelling, on to Yucatan for a bit of archaeology, Cozumel for a bit more shelling, back through Tamuin for a little archaeology and so back to Chattanooga for another turn at practice of life insurance medicine and air pollution. Bob Collins, Spires and I are keeping in touch and I want to say again how very much I appreciated that afternoon and evening at H.E.W. and at the new Senate Office Building.

With all good wishes.

As ever,

Joe

Joseph W. Johnson, Jr., M.D.

JWJ:JB

LLOYD G. DAVIES, M.D.
76 MAIN STREET
FRYEBURG, MAINE 04037
—
935-2425

March 25,1967.

Murdock Head,M.D.
Airlie Foundation,
Warrenton,Virginia.

Dear Murdock:

As you know,the Commission on Legislation,AAGP,viewed your film on air pollution,"Beware the Wind",at our Washington meeting early in February.The consensus of our opinionswas that it was an excellent production,and very timely.

I have had correspondence with Senator Muskie about this film.Since his Committee is at present holding hearings on Air Pollution.I thought that it would be timely if he and I could get together to tape a Discussion or conversation for the six or eight minute open time slot on the film. Then we would like to have the film shown on TV in Maine.

I offer myself because of my position with the national AAGP,and also because I am president of the Maine Chapter.Until December 1967.I will not dwell upon my photogenicity.

If such a taped discussion became a reality,it would probably be a good idea if the script were written by your staff,in order to preserve continuity of thought embodied in the film.

I would like to have your thoughts on this proposal.Although not as yet a large problem,we do have air pollution in Maine.

Best regards from us all.

Sincerely,

Lloyd

Lloyd.G.Davies,M.D.

AMOS N. JOHNSON, M. D.
A.A.G.P.
JA 9-4181
GARLAND, N. C.

September 12, 1968

Dear Dr. Head,

I enjoyed my stay with you in Warrenton on Tuesday and Wednesday. It has been a real pleasure to work with you in an advisory capacity in the formulation and production of the several films which you have produced recently.

I was particularly impressed by the final production of your second film dealing with air pollution, EAGLE'S LAMENT. Your selection of Mr. Godfrey to narrate this film was quite a wise choice. Mr. Godfrey presents the train of thought pertinent to the problem of air pollution in an easily understandable, continuously flowing choice of words which all of our American public can interpret.

I am looking forward to showing this film to the Board of Directors of the American Academy of General Practice at their Annual Scientific Assembly in Las Vegas, Nevada, the week of September 16th.

Again, may I say that I enjoyed very much being at Airlie this last visit and look forward to seeing you again within the foreseeable future.

Sincerely yours,

Amos N. Johnson

Amos N. Johnson, M. D.
Past-President, American
Academy of General Practice

AJ/dk

Murdock Head, M. D.
Professor and Chairman
Department of Medical and Public Affairs
George Washington University Medical Center
Warrenton, Virginia

AMERICAN ACADEMY OF GENERAL PRACTICE

VOLKER BOULEVARD AT BROOKSIDE · KANSAS CITY, MISSOURI 64112

OFFICE OF THE VICE-PRESIDENT
MAYNARD I. SHAPIRO, M.D.
[illegible] SOUTH CHAPPEL AVENUE
CHICAGO, ILLINOIS

March 1, 1967

Murdock Head, M. D.
Airlie Farm
Warrenton, Virginia

Dear Murdock:

Although much of this has been discussed with you in person, I would like you to have my sincere congratulations on the excellence of the film, BEWARE THE WIND, in a more permanent form. It has been acclaimed as the best of the documentaries by the people who are working in the fields of science and communication.

The Academy is most pleased to have been a part of this project and you can be assured of the fullest cooperation in the future.

A special accolade is due you for the time you obtained for the showing in New Orleans. Prime time is an accomplishment but what is the word for getting time assigned that is considered almost sacred by many? You did it.

The Chicago showing has stimulated very good response. I am waiting until the next showing on March 5, and then will get a note off to Red Quinlan. You will receive a copy.

Lenore joins me in sending kindest personal regards.

Sincerely,

Maynard

Maynard I. Shapiro, M. D.

MIS/lg

SOCIEDAD MEDICA DISTRITO ESTE
ASOCIACION MEDICA DE PUERTO RICO
APARTADO 9387
SANTURCE PUERTO RICO 00908

August 29, 1967

Mr. Murdock Head
Professor and Chairman
Department of Medical and Public Affairs
The George Washinton University
Medical Center
Airlie
Warrenton, Virginia 22186

Dear Murdock:

I hope you will forgive me for the delay in answering your letters of June 23 and July 27. I have been quite busy preparing our Semi Annual Convention and organizing the Community Health Week.

This week I had a meeting with Mr. Orzabal Quintana, who is the Programming Director for WKAQ-TV, and he told me that the Spanish translation of Beware the Wind had been completed. We have arranged to show it tentatively on Sunday September 17th at 10:00 P. M. Doctor Roldán is going to make the necessary comments following the movie.

So far, we have shown Beware the Wind on the following dates: January, 1967- private showing to our Board of Directors and some guests (around 25 persons). February 13, 1967- shown to members of our Medical Society and interested public at our amphitheater with an audience of approximately 60 persons. On March, 1967 it was shown through television station WSUR-TV which covers the southern part of our island. This program was sponsored by the Southern District Medical Society. We are planning to show it throughout the island, both in Spanish and English during the Community Health Week, October 15-21, 1967. We also plan to show it on closed circuit TV during our Annual Convention next November.

The Savage Cell has been shown to the four classes in our Medical School (around 250 students). It has also been shown to the staff and medical research personnel of our Veterans Administration Hospital. We are planning to show it thru Channel 18 (our English TV Station) or if we can get the script for its translation to Spanish, we can show it thru the other TV stations in the island. Like Beware the Wind, it will be shown to the public and physicians during the Community Health Week and in our Annual Convention.

Our Medical Society has given its full endorsement and sponsorship to these movies, which we think are of the highest quality and of a great educational value. People who have watched these programs have been very well impressed by their excellent quality.

We are grateful for your cooperation in helping us with our educational program. If available, we would like to show to our people other movies of this type.

Again, I want to apologize for my delay in answering your letters. I will keep you informed of all future showings of Beware the Wind and the Savage Cell.

Yours cordially,

Ovidio Rodriguez, Jr., M. D.
President
Eastern District Medical Society

ORJR/mas

ALLEN COUNTY CANCER SOCIETY, INC.
SERVICE EDUCATION RESEARCH
1021 WEST WAYNE STREET • FORT WAYNE, INDIANA 46804 • PHONE: 743-5307

November 10, 1969

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Fort Wayne [illegible] Society
[illegible]

MEMBER OF
[illegible]

Mr. Barry Allentuck, Project Coordinator
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mr. Allentuck:

We have received the copies of the films BEWARE THE WIND and EAGLE'S LAMENT and I wish to apologize for my delay in responding to you.

Both films are currently at WPTA TV Channel 21 and it appears at this point that they will be shown by this station in the near future. We are trying to work out a satisfactory date and time.

Naturally I am quite pleased with your expression on this effort and as you indicated in your letter we have the complete support and acceptance of the Medical Society in this endeavor.

We are planning a Citizens Briefing on Air Pollution for Monday, November 24th and it is our hope that at least one of the films will be on TV prior to that date.

I will keep you advised.

Sincerely,

Lawrence J. Williamson
Executive Director

LJW:mls

MEMBER AGENCY UNITED COMMUNITY SERVICES

C. SELECTED LETTERS FROM CITIZENS

SOUTH-WESTERN CITY SCHOOLS
FRANKLIN HEIGHTS HIGH SCHOOL
1001 DEMOREST ROAD
COLUMBUS, OHIO
43204

February 3, 1969

Attention: Diane E. Kidwell
Secretary to Dr. Head
The George Washington University Medical Center
AIRLIE
Warrenton, Virginia, 22186

Dear Miss Kidwell:

Enclosed is the copy of the news release.

About 450 students saw the film with the results of increased awareness in the problem, a desire to do something about it, an increased concern about the health problems involved, and a questioning of the air they breathe.

We have had locally some problems especially in this area, where the pollution from the local disposal plant deposited grime on windows and removed paint from the houses. This was the reason why I wished them to see this film. Some of the local trouble has been corrected after much public indignation.

Thankyou so much for the use of the film. We do plan to reorder next year when we know the next year's time schedule.

Sincerely,
Margaret Young
Mrs. Margaret Young

UNIVERSITY OF MARYLAND
COLLEGE OF PHYSICAL EDUCATION, RECREATION AND HEALTH
COLLEGE PARK 20740

DEPARTMENT OF HEALTH EDUCATION
Preinkert Field House

March [illegible], 1969

Mr. Frank Kavanaugh
George Washington University
MEDICAL CENTER
Box 341
Warrenton, Virginia 22186

Dear Mr. Kavanaugh:

Thank you for the use of the film "Beware the Wind." It held the attention of our freshman students and prompted discussion on the citizen's role in meeting this ever increasing threat.

However, the statement, "There is no pollution problem that modern technology cannot solve," provoked questions without suggesting solutions. Supplementary material (pamphlet or reading suggestions) would be helpful.

I will plan to use this film again next year. In the meantime I would like to know whether you have any other aids that might be useful in our educational program. Would you furnish me a list of available films? Will *Distant Drummer* be available for showing in classrooms in September

Thank you.

Sincerely,

Mary F. Harich

(Mrs.) Mary F. Harich
Instructor in Health
Education

jp

14720 Manecita Drive
La Mirada, Calif. 90638
Sept. 20, 1969

Dear Mr. Ollentick,

The recent film on Channel 11 entitled "Beware the Wind" engrossed me very much, and I feel my high school government students would benefit greatly from seeing it. Is this film available for use in the public schools? If so, how could I obtain it?

Yours truly,
Shirley Hopkins (Mrs)

J. HILBERT ANDERSON / CONSULTING ENGINEER / 1615 HILLOCK LANE, YORK, PA 17403 / 717-843-8594

March 30, 1970

Mr. Arthur Godfrey
c/o Channel 8 - WGAL-TV
Lancaster, Pa. 17600

Dear Mr. Godfrey:

I enjoyed your program on air pollution on WGAL-TV yesterday afternoon. I have also been well impressed by your continuing efforts to encourage real progress in the fight against air pollution.

We have been committed to this fight in our engineering efforts for a number of years, with a woeful lack of publicity, and with little encouragement. Most people who talk about pollution show little interest in real solutions. We are more and more convinced that we have some major solutions, but need a lot of help to get them into practice. Maybe you would be interested in bending your efforts in this direction.

The enclosed articles will give you an idea of the scope of our efforts. As you can see, we are slowly getting a little attention. A little help from you would certainly be appreciated.

Yours respectfully,

J. Hilbert Anderson

J. Hilbert Anderson

JHA:e
encl.

LAW OFFICES
CAPLIN & DRYSDALE
1101 SEVENTEENTH STREET, N. W.
WASHINGTON, D.C. 20036

TELEPHONE [illegible]

MORTIMER M. CAPLIN
DOUGLAS D. DRYSDALE
ROBERT A. KLAYMAN
ROBERT H. ELLIOTT, JR.
IRVING SALEM
RALPH A. MUOIO

April 11, 1967

Dr. Murdock Head
Airlie House
Warrenton, Virginia

Dear Murdock:

The reports on "Beware the Wind" are superb. Congratulations on a splendid job! You seem to be completely in tune with one of the pressing problems of the day.

I look forward to seeing you soon.

Sincerely,

Mort

Mortimer M. Caplin

December 4, 1967

[illegible]D, Channel 32, "BEWARE [illegible] WIND"

[illegible]O, BRAVO! We certainly need the public [illegible] see films and such wonderful doctors [illegible] concerns of the people. There should be more and more films that concern the [illegible] live better. Air and water pollution will get us allyet, if not us, our chil[illegible] tion, and if we don't worry about it now, what are we going to have for them. [illegible] if we didn't keep planting new trees long Before the forest was gone what would we have [illegible] lumber today. Same goes for our air, if we don't provide some ways to keep the air clean, what will we have tomorrow. But who do you get to watch programs of importance? Do you get people of low [illegible] who are the cause of these things, no they rather watch someone on TV getting murdered. Just like other programs of alcholism and dope, those that should be watching have the [illegible] don't care attitude. That goes for people who burn too. I think there are high minds that know they are doing wrong in their industries but they are the same as the gangsters who is more worried about making the money than spending it on filters to save lives. That goes for politicians too. In many communities, including mine of Calumet City, Illinois, we have ordinances on no burning of garbage but the politicians and city officials never enforce them. When you call them and tell them the air smells with stench from garbage, more than half the people of the city burn their garbage, they claim they can't handle all the people. Is it that? There are our laws? I think they rather let the ignorant people burn, than pay a little more for the garbage men to pick up a little more garbage, they rather pick up the ashes and save a little mone[illegible] carry it to where it belongs. I wrote a decent letter to our Calumet Region local [illegible] go in the editoral page on the "Voice of the People Column" and just because I didn't [illegible] name they wouldn't print the article. What is an unknown name anyway? The letter didn't [illegible] no accusations to anyone other than pleading with all people not to burn garbage for reasons [illegible] great importance of which I got the material from books about many sickness due to pollut[illegible] the air. I wrote if they couldn't write my article if they would write something themselves [illegible] inform the people of the hazards of burning, they would do the public a great favor, but I guess they thought that wasn't important enough, they rather write about some good gossip. I think if the doctors of each area would see that in the area they live and work, if they would express themselves in articles in the paper for people not to burn and maybes letters to top officials to check on the Industry, but I think they, too, are like the gangster, more interested in [illegible] money on the sick people who maybe wouldn't be sick and need their care if our air was cleaner. We need more doctors like those you had on your program. I hope many people write to you [illegible] your wonderful program and I hope you get someone to read these letters and help us start to enjoy our fresh air again.

How to solve these problems? Through programs like yours to make people realize that [illegible] a major problem, and then it will have to come from High Officials elected by the governmen[illegible] have special committees checking all areas of our beautiful country and strictly enforce [illegible] laws and demand action to those that don't comply. Industry should raise prices, if need be, [illegible] put filters on all smokestacks. Cities should raise taxes, enough to pick up garbage more th[illegible] once a week, so people can't say they have to burn because their garbage cans are filled up [illegible] instead of this garbage being burned on socalled dumps, the state should put a certain sum [illegible] money aside for building more incinerators like the one shown in your film thats located in Chicago As far as the pollutants from cars, demand all new cars have filters on the exhaust [illegible] make a law before a person can get a new car license they will have to show a receipt th[illegible] had a filter put on their exhaust pipes. Impossible, no, it just takes money that no one [illegible] to spend, yet how foolighly spent where not needed. My teenage children were going to watch Mission:Impossible on another network when I said, "No, we are going to watch a different Mission: Impossible," and they agreed it was interesting, informative, a little bit scarry of what could happen if something isn't done soon, and they hope the next title of your future programs could be MISSION OF CLEAN AIR:POSSIBLE.

Thank you for your time in reading this and thankyou for your fine program and your many other fine programs on WFLD.

E. E. ANDERSON
ACACIA MUTUAL LIFE INSURANCE CO.

100 WEST MONROE STREET · CHICAGO, ILLINOIS 60603 · CEntral 6-8725

March 14, 1967

Maynard I. Shapiro, M.D.
7531 Stony Island Avenue
Chicago, Illinois 60649

Dear Dr. Shapiro:

Human procrastination or business pressures or, perhaps, a combination of both have kept me from writing to you since mid-February when I viewed the film and the panel discussion concerning air pollution presented under the title "Beware the Wind" by television Channel 32--WFLD. Presentations such as this are, in my opinion, a most valuable public service and people such as yourself and others are to be commended for unselfish devotion in bringing these matters to our attention.

Particularly noteworth is the fact that Station WFLD relinquished prime broadcast time to make a presentation of this type of program. It would be good to contemplate that they will find it possible to favor us with more programs of this nature in the future.

With warm personal regards, I remain

Very cordially yours,

EEA/L

E. E. Anderson

INDUSTRIAL COLLEGE OF THE ARMED FORCES
OFFICE OF THE COMMANDANT
WASHINGTON, D.C. 20315

ICAF

3 JUN 1967

Airlie Foundation
Warrenton, Virginia

Attn: Mrs. Lang

Dear Mrs. Lang:

Colonel Brooks of the Resident School has previewed your film "Beware the Wind". He has stated that the content, quality and color is good and regards this as an excellent film to show to the 1967-68 Student body.

If possible we would like to have the film on hand 6 November 1967 for a scheduled showing on 9 November 1967.

Thank you for your interest and cooperation.

Sincerely,

Marie L. Jones
MARIE L. JONES
Chief, Visual Aids Section

DOLPH G. THOMPSON
1502 MASSACHUSETTS AVENUE, SOUTHEAST
WASHINGTON 3, D. C.

April 11, 1967

Dr. Murdock Head
Arlie Foundation
Warrenton, Virginia

Dear Dr. Head:

As a follow-up of our telephone conversation please arrange to supply us, the Capitol Hill Kawanis Club, your film "Beware The Wind," for showing April 20, 1967.

Our club meets each Thursday at St. Mark's Espiscopal Church, 3rd and "A" Streets, Southeast at 7:30 a.m.

Our Conservation Committee has learned of your very excellent film presentation of a most complex subject and one of which much needs to be done in the future.

Please send the film to my attention, 1502 Massachusetts Avenue, S. E., Washington, D. C. 20003.

Yours truly,

Dolph Thompson
Dolphin Thompson

DT/s

4023 Ferrara Dr.
October 28, 1968

Airlie Foundation
Warrenton, Va.

Mrs Kidwell

The film "Beware the Wind" was shown Oct 21, 1968, to the ladies of the Col. Tench Tilghman Chap. DAR. The film presented a message which made an impression on everyone.

Thank you very much for letting us use the film.

I returned the film by mail on Oct 24.

Sincerely,
Mary M. Sohl
(Mrs Bruce E.)

UNIVERSITY OF DETROIT
4001 WEST McNICHOLS ROAD • DETROIT 21, MICHIGAN • 342-1000

Holden Hall
no. 200
17 July 1967

The Airlie Foundation
Warrenton, Virginia

Sir:

I have just viewed your exceptional documentary, Beware the Wind. I wish further information on the film in order to incorporate it into an educational program. Please be kind enough to send to me the program notes, credits, production history, and loan-availability which you may possess.

With gratitude for your kind service, I am

Yours very truly,

Kenny Burns S.J.

H. Kenny Burns, S.J.
COMMUNICATIONS DEPT.

Citizens Committee for Clean Air
3964 Louise Avenue
Lynwood, California 90262

February 16, 1970

George Washington University
AIRLIE
Warrenton, Virginia 22181

Gentlemen:

We were very much impressed with Arthur Godfrey's documentary "AIR POLLUTION" on Channel 11, called Eagles Lamente.

We are a committee in Lynwood, California who is desperately trying to prevent air pollution in our community.

Our Lynwood and State officials are about to choke the citizens of our small community with more polluted air with their so called "PROGRESS". This "PROGRESS" is in the form of a freeway which will bisect our residential area of our small community. In the path of this healthy land, our city officials are bringing filth, garbage such as factories, industry, oil refineries etc., creating carbon, monoxide gases and exhaust fumes to replace our lovely landscaped homes and clean air.

Industry, indeed, will improve economy according to our Lynwood officials, but it will KILL off the population with lung cancer and emphysema. These ribbons of concrete are wiping out our communities. WHY?

Please be good enough to send us, if possible, 10 copies of your documentary "AIR POLLUTION" so that we may send them to various Federal and State officials, who are about to spend $400,000,000.00 of the taxpayers money to create more smog, more pollution to healthy communities. We should be spending that money to wipe out our present problem.

If this continues we will indeed have to move to the moon.

Very truly yours,

For the Committee

By:
Secretary-Ida Z. Williams

I believe that the film tried to show an objective view of the problem of air pollution. The film did a good job of showing how pollutants corrode and disscolor and also the dissaterous effects of breathing, the gook.]

Reproduced from best available copy.

The film was [illegible] [illegible] [illegible] I Feel that it covers everything and air pollution that a layman can understand.

I think the end of battling the smog around airplanes and getting the pilots point of view who have flown for 30 yrs was excellent.

The beginning with "America the Beautiful" was cool.

The move was to the point. It makes you think of how stupid man is when it come to his well being.

I like the way it showed all the different ways man is killing himself slowly.

The move shock the viewer, which is necessary

A good way to present pollution problem. Especially the beginning - I thought beginning was most effective with "America, The Beautiful".

I thought it was a very good film. And it made a definite impression on me about how serious the pollution problem really is.

I think the film was very good. Its best feature was the [illegible] pictures of the cities as they are [illegible] [illegible] really [illegible]ing - and it made me want to do something to stop air pollution. I think the movie [illegible] because it relies on [illegible]. No one can [illegible] ~~what~~ the damage air pollution has already [illegible] [illegible] the movies [illegible] the [illegible] of [illegible].

This problem can't be brought to people's attention too often. However, Arthur Godfrey didn't mention that we all have to sacrifice to stop it. He spoke of pollution as a plague or flood, and not enough as the inevitable result of everyone's actions. Pollution will have to be solved on Federal and State levels, but the industrial lobby is too strong and can't be defeated unless individuals are willing to sacrifice.

I think the film was convincing and valid. The point of the dangers of air pollution were clearly brought out and made evident through the visual sights from the air. This movie succeeded in showing almost all the facts about air pollution and ~~was~~ therefore would inform any person of the importance of these facts. This film was also very relevant to these times, obviously, and ~~there~~ I think it should be shown everywhere.

The film was very interesting. It was well done and very informative.]

I thought the movie was very good I think that what people today need are the actual facts and figures. The pictures were very good, and are what the people need to see before they will act.

I thought the film was generally quite good. The shots of billowing smoke, Pompeii, New York City, etc. were dramatic and the great city of [illegible], [illegible].

I believe that the film was well-planned and most persuasive. The contrast between the words of the hymn, "America, the Beautiful" and the actual scenes of contempory American cities, was full of impact. The film has left no doubt in my mind as to the urgency of the pollution problem of our nation.

The documentary parts of the film – the studies of New York and Puerto Rico – were very effective and believable. It certainly was impressive.

The movie really was frightening! I thought pollution finally left the atmosphere, but I do realize that it stays here.

The Egyptian hieroglyphics were incredible. More damage to it in the U.S. in 10 years than 3000 years in Egypt.

Good points [illegible] in the film.

C. B.

I feel that the use of [illegible] photography in this film was very effective. You couldn't help but see the griminess centered around you during everyday life. The use of the naturally known song in the beginning with contrast of the dirty environment really made the point clear. Strange how people relate to the words to mask the real situation

The movie was quite effective - photography was excellent - quite convincing. This type of movie should be shown regularly on T.V. - the sooner the better.

Reproduced from best available copy.

[illegible]

This movie on [illegible] absolutely terrified [illegible]. I may we had a [illegible] never forget [illegible] [illegible]. This [illegible] confused me [illegible] anyone.

It was a very good movie. Very awakening.

Reproduced from best available copy.

7 Je r1

SERTOMA CLUB
OF
SCOTTSDALE

P. O. BOX 1081
SCOTTSDALE, ARIZONA 85252

February 12, 197[illegible]

Mr. Barry Allentuck
Project Coordinator
George Washington University
Warrenton, Virginia 22186

Re: "[illegible] Lament"
16 MM Movie

Dear Mr. Allentuck:

Recently I observed the above movie, narrated by Mr. Arthur Godfrey, on KTVK Channel 3, Phoenix, Arizona.

I am Program Chairman for Sertoma Club of Scottsdale. We have a very active 55 member club. We have also started five other Sertoma Clubs in the Scottsdale area within the last five years.

We would very much appreciate the opportunity of showing the above movie to our club, and the others. I feel that it carries a definite public message put across in an impressive manner. Consequently, I would very much like to use the film on March 10, 197[illegible]. Naturally, we will pay any postal expenses as well as take full responsibility for the protection and immediate safe return of same.

I will appreciate it if you will inform me if the above is agreeable and feasible. Anything you can do to help honor this request will be humbly appreciated. Any advance literature you may have regarding the film will be most helpful.

Please direct all correspondence, and hopefully the movie, to my attention at my business address which is:

Robert A. Jarvie
Motorola Communications & Electronics, Inc.
222 W. Osborn Rd.
Suite 201
Phoenix, Arizona 85013

Sincerely,

Robert A. Jarvie
Vice President &
Program Chairman

"Service To Mankind"

Mesa Community College
MARICOPA COUNTY JUNIOR COLLEGE DISTRICT
1833 WEST SOUTHERN AVENUE · MESA, ARIZONA 85201
TELEPHONE 969-5521

Mr. Barry Allentuck
Project Co-Ordinator
George Washington University
Warrenton, Virginia 22186

Dear Mr. Allentuck,

We, at Mesa Community College, are presently planning to participate in the Environmental Teach-In April 22, and would appreciate your help in the execution of a preliminary program. We feel that your film EAGLE'S LAMENT would be well suited for such a purpose. Our preliminary program is tentatively schedueled for March 19, and we would like to know if this film would be availbble at that time. Also, if you could send us a list of films which deal with the problems of overpopulation-and pollution, we would greatly appreciate this. This will be a community service program. Please contact me as soon as possible, that I may make the neccessary arrangements. Thank you for your kind attention.

Sincerely,

Richard Mauzy

Richard Mauzy,,
Assoc. Students Vice-President

D. SELECTED LETTERS FROM STATE HEALTH DEPARTMENT REPRESENTATIVES AND INDUSTRY

ROBERT B. AIKEN, M. D. M. P. H.
COMMISSIONER

STATE OF VERMONT
DEPARTMENT OF HEALTH

DIVISION OF INDUSTRIAL HYGIENE
32 SPAULDING ST
BARRE, VERMONT

IN REPLY PLEASE ADDRESS
P. O. BOX [illegible] 607
BARRE, VERMONT 05641
TEL 802 479-4171

July 28, 1967

Mrs. Charlotte Fowler
Assistant to the Director
Airline Productions
Warrenton, Virginia 22186

Dear Mrs. Fowler:

"Beware the Wind" is the best production on the subject I have seen--it was well received.

Very truly yours,

Harry B Ashe

Harry B. Ashe
Director

HBA:lmb

U.S. DEPARTMENT OF COMMERCE
ENVIRONMENTAL SCIENCE SERVICES ADMINISTRATION
WEATHER BUREAU
Logan International Airport
East Boston, Massachusetts 02128

September 7, 1967　　IN REPLY REFER TO

Mrs. Charlotte Fowler
Assistant to Dr. Head, Chairman
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mrs. Fowler:

This is a belated response to your letter of August 9, 1967, regarding the presentation of BEWARE THE WIND. Although I carry the title of "Doctor", it stands for J.D. rather than M.D.

From a non-physician's point of view, I believe the presentation went well. The motion picture had definite educational value, and my comments were also aimed at educating the public to the local problem of air pollution.

You may be interested in the attached copy of a verbal presentation which I made before the Massachusetts Special Joint Legislative Committee on Air Pollution at Boston on August 1, 1967.

Very truly yours,

Oscar Tenenbaum

Dr. Oscar Tenenbaum
Meteorologist in Charge

Enclosure

UNITED STATES
ATOMIC ENERGY COMMISSION
WASHINGTON, D.C. 20545

July 29, 1969

Mr. Frank Kavanaugh
George Washington University
  Medical Center
Warrenton, Virginia 22186

Dear Frank:

I would like to request prints of your two recent films, "Nuclear Legacy" and "Beware the Wind" for in-house screening for a number of interested AEC people. Prints, of course, will be returned to you promptly.

I appreciate your cooperation.

Cordially,

Jon Fogel
TV-Radio Specialist
Division of Public Information

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
DEPARTMENT OF HEALTH
020 STATE OFFICE BUILDING, PROVIDENCE 2

DIRECTOR OF HEALTH
JOSEPH E. CANNON, M.D. M.P.H.

August 25, 1967

Mrs. Charlotte Fowler
Assistant to the Director
Airlie Productions
Warrenton, Virginia 22186

Dear Mrs. Fowler:

In every aspect--photography, direction, script, participants photographed and the narration by Robert Preston--BEWARE THE WIND was topflight.

I have never seen a better film for effective presentation of the terrible menace of polluted air as a warning to our people.

Very truly yours,

Austin C Daley

Austin C. Daley, Chief
Division of Air Pollution Control

ACD:tg

MOBILE COUNTY BOARD OF HEALTH
248 COX STREET, P. O. BOX 4533, PHONE 432-1631
MOBILE, ALABAMA 36604

HENRY H. GEWIN, M.D.
JOHN W. DONALD, M.D.
THOMAS D. DAVIS, M.D., CHAIRMAN
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SIDNEY C. PHILLIPS, M.D.

GEORGE W. NEWBURN, JR., M.D.
HEALTH OFFICER

August 22, 1967

Mrs. Charlotte Fowler
Assistant to the Director
Airlie Productions
Warrenton, Virginia 22186

Dear Mrs. Fowler:

The film, "Beware the Wind", was previewed, found to be of good content and was shown on local TV over Station WALA with comments and slides comparing our local situation. Color is most important.

Thanks.

Sincerely,

George W. Newburn, Jr., M.D.
Health Officer

GWN:vs

AIR CONSERVATION COMMISSION

112 WEST HIGH STREET – JEFFERSON CITY, MISSOURI 65101
(314) 635-9145
P. O. BOX 1062

WARREN E. HEARNES
GOVERNOR
JAMES H. BOGLE
CHAIRMAN
~~[illegible] PORTER, JR.~~
~~[illegible]~~

January 29, 1970

The Airlie Foundation
Warrenton
Virginia

Dear Sirs:

The Missouri Air Conservation Commission is interested in purchasing the film "Beware the Wind", produced by your organization in 1967. Would you please let me know if, and at what cost, this film is available for purchase?

Sincerely,

Dinah Rank

Dinah Rank
Information Assistant

DR:lh

JAMES H. BOGLE, CHAIRMAN
P. O. BOX 7
EAST PRAIRIE, MISSOURI 63845

JOHN A. GUNN, JR.
6414 MURDOCH AVE.
ST. LOUIS, MISSOURI

MICHAEL [illegible]. KICKHAM
730 BELLARMINE
FLORISSANT, MISSOURI 63031

ALTON L. JONES
328 N. SERGEANT
JOPLIN, MISSOURI 64801

LAVERNE (DUSTY) RHODES
920 HOME SAVINGS BLDG.
KANSAS CITY, MISSOURI 64106

W. FRED SCHAEFFER
PRESIDING JUDGE, COUNTY COURT
SPRINGFIELD, MISSOURI 65802

L. M. GARNER, M.D., ACTING DIRECTOR
MISSOURI DIVISION OF HEALTH
JEFFERSON CITY, MISSOURI 65101

COLUMBIA-WILLAMETTE AIR POLLUTION AUTHORITY
1010 N. E. COUCH STREET PORTLAND, OREGON 97232 PHONE (503) 233-7176

2 February 1970

BOARD OF DIRECTORS
M. James Gleason, Chairman
Multnomah County
Robert L. Glosenger
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Clackamas County
Francis J. Ivancie
City of Portland
Mark A. Grayson
City of Portland
Richard E. Hatchard
Program Director

Airlie Foundation
Warrenton, Virginia 22186

Gentlemen:

We have just viewed the 16mm color sound film "Beware the Wind" produced by your organization, and we would like to know whether copies of this film are available for purchase. If so, would you please let us know the price.

Very truly yours,

Jack Lowe

Jack Lowe
Administrative Director

JL:jl

DEPARTMENT OF AIR POLLUTION CONTROL
Milwaukee County
FRED R. REHM • Director

December 1, 1969

Airlie House for George Washington University
Washington, D. C.

Gentlemen:

I received a film "Beware The Wind" from the National Medical Audiovisual Center, Atlanta, Georgia.

Our personnel saw the film and liked it very much. We would like to purchase this film for our own educational and informational program we have in Milwaukee and surrounding counties.

Please let us know the price of the film.

Hoping to hear from you soon.

Respectfully yours,

DEPARTMENT OF AIR POLLUTION CONTROL

Otto E. Dudy
Training and Information Officer

OED:dms

9722 W. WATERTOWN PLANK ROAD • MILWAUKEE, WISCONSIN 53226 • TELEPHONE 771-3612

UNITED STATES
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
SOUTHEAST REGION, P. O. BOX 10008
FEDERAL BUILDING, RICHMOND, VA. 23240

IN REPLY REFER TO:
K3015 SER (OM)

MAR 7 1969

Mr. Frank Kavanaugh
Director of Communication Projects
The George Washington University Medical Center
Department of Medical and Public Affairs
Airlie, Warrenton, Virginia 22186

Dear Mr. Kavanaugh:

On February 7, 1969 we showed the film "Beware the Wind", which you were kind enough to furnish us on a loan basis. The film was shown to approximately 50 people who were attending a National Park Service Maintenance Conference in Williamsburg, Virginia. Superintendents and maintenance personnel from all of the southeastern states attended the conference. The film was shown during a session on water and air pollution.

Persons seeing the film were lavish in their praise of the quality of the presentation. The film is very well done and presents a misunderstood subject in layman's language. Several persons asked whether it would be possible to borrow the film for local showing.

We are indeed grateful for the use of the film and ask that you convey our thanks to those persons responsible for producing public service material of this quality.

Sincerely yours,

J. Leonard Volz

J. Leonard Volz
Regional Director

BI-CITY HEALTH BUREAU
ALLENTOWN-BETHLEHEM
PENNSYLVANIA

December 9, 1969

George Washington University
Washington, D.C.

Gentlemen:

Recently, the Bi-City Health Bureau has had the opportunity to view the film entitled "Beware the Wind" (Film Listing U.S. Department of Health, Education & Welfare M-1707-X), produced by Airlie House for your University. We like the film very much, and since our Director of Environmental Health Services is actively interested in air pollution and frequently gives formal presentations on that subject, we were wondering whether this film would be available for purchase through your University.

We are aware of the fact that, initially at least, this film was not available for purchase; however, we are hoping with the passage of time it would have possibly been released so that the interested groups such as ourselves might utilize this very excellent resource. If it is available, would you kindly indicate to us the purchase price and the exact address from which it may be obtained.

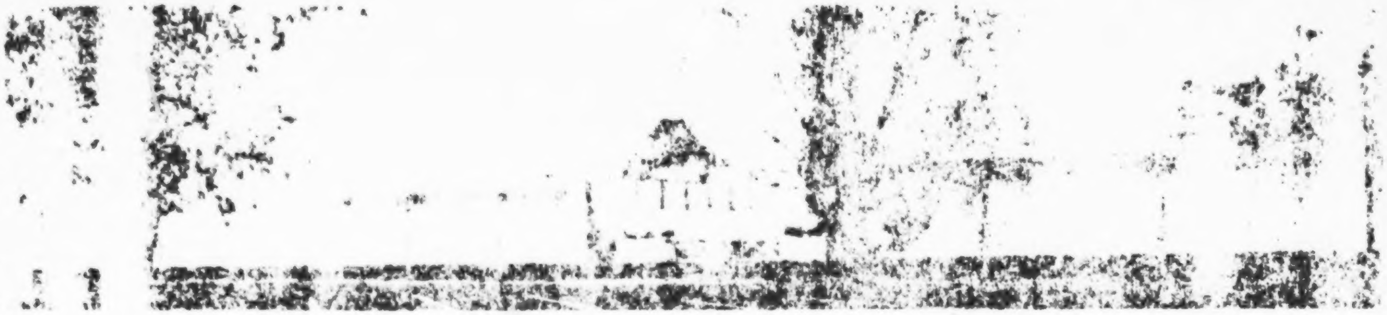
Thank you.

Sincerely,

BI-CITY HEALTH BUREAU

James R. Bartholomew
Health Educator

JRB/ph



MARICOPA COUNTY HEALTH DEPARTMENT

September 7, 1967

Mrs. Charlotte Fowler
Assistant to the Chairman
Department of Medical and Public Affairs
The George Washington University Medical Center
Warrenton, Virginia 22186

Dear Mrs. Fowler:

The presentation of the film BEWARE THE WIND in Phoenix on August 15 was very well received. Comments received from viewers, and these were many, showed that a deep impression had been made. Our discussion of air pollution problems which followed the picture was effective in that it brought home to the public the status of our current local air pollution problems.

The practice of listing a community by order of the magnitude of its air pollution problem may have devastating effects on that community and should be embarked upon with extreme caution. The basis for such publicity must be well established, well documented and researched. For example Phoenix has been categorized as the "third dirtiest city" in the United States and as the "tenth dirtiest city" in the United States. Both of these classifications were confounded when the United States Public Health Service, in a study classifying 65 standard metropolitan statistical areas with respect of the severity of their air pollution problem, did not even list the city of Phoenix.

My compliments to Airlie House where, several years ago, I participated in an air pollution oriented meeting, and to its guiding lights.

Cordially yours,

Joseph J Weinstein

Joseph J. Weinstein, M.C.E., Director
Division of Environmental Services

JJW:cy

1825 EAST ROOSEVELT, PHOENIX, ARIZONA 85001. P. O. BOX 2111. PHONE 258-6381

AIR POLLUTION CONTROL DISTRICT
OF JEFFERSON COUNTY
LOUISVILLE, KENTUCKY
621 W. JEFFERSON STREET

W. D. MILNE, CHAIRMAN
E. R. RONALD, VICE-CHAIRMAN
FRED B. TETZEL
EDWARD T. SULLIVAN
HORACE H. CATINNA, III
H. EDWARD RIETZE, JR.
C. J. POTTER

RALPH W. BOURNE
CHIEF ENGINEER

September 14, 1967

Mrs. Charlotte Fowler
The George Washington University Medical
Center
Department of Medical and Public Affairs
Warrenton, Virginia 22186

Dear Mrs. Fowler:

The presentation of "Beware The Wind" did go off smoothly on June 2. Dr. Carol Witten and I had previously taped a short interview at WAVE to finish off the program. Color of course helps to dramatize such a presentation but, there are still too few color sets in operation to make it really important.

The public response was favorable, but small. People in this area just do not suffer from air pollution to the extent portrayed in some of the over-emphasized and over dramatized films. And of course, it is our job to maintain this condition.

Yours truly,

AIR POLLUTION CONTROL DISTRICT

Ralph W. Bourne

Ralph W. Bourne, P. E.,
Chief Engineer

RWB:dj

D. A. HUTCHISON, M.D., D.P.H.
MEDICAL OFFICER OF HEALTH

438-7255

CITY OF LONDON
ONTARIO, CANADA

AIR POLLUTION CONTROL
331 SOUTH STREET

ADDRESS ALL CORRESPONDENCE
TO MEDICAL OFFICER OF HEALTH

ATTENTION OF H. F. Motton

OUR FILE

INSPECTOR'S OFFICE
LOCATED AT
556 WELLINGTON ST.

July 28, 1967.

George Washington University,
Airlie Centre,
Warrenton, Virginia,
U.S.A.

Gentlemen:

In the first week of October, the Educational authorities, in co-operation with the London Board of Health, will be providing material to the classroom teacher to enable the teacher to teach the student Air Pollution as a subject, at the level of the particular class being taught.

We would like to provide some audiovisual material. In a recent issue of the Air Pollution Control Association's Journal, the film "Beware the Wind", 22 minutes - 16 MM - colour, sound motion picture, was mentioned as being available from your group.

Do you feel you could provide us with a copy of the above mentioned film for a period of 8 to 10 weeks, starting October 15, 1967? We will take good care of the film and keep whatever statistics you may require. If you could arrange this, would there be any charge and, if so, what would it be?

We will require some time to make our arrangements so could I have your reply to our enquiry by August 10, 1967, please.

Thanking you, in advance, for your kind co-operation, I remain

Yours very truly,

HFM:ds

H. F. Motton, C.P.H.I.(C),
Secretary,
1967 Cleaner Air Week Committee.

TEXAS AIR CONTROL BOARD

1100 WEST 49th STREET
AUSTIN, TEXAS – 78756

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JAMES J. KELLY

November 26, 1968

Diane E. Kidwell
Secretary to Dr. Head
George Washington University
Dept. of Medical & Public Affairs
Warrenton, Virginia 22186

Dear Ms. Kidwell:

We are returning to you, under separate cover, your film entitled "Beware the Wind". This is an excellent film; one of the best we have seen and we will probably buy a copy as soon as the funds are available.

Sincerely,

H. Robert Black

H. Robert Black, Engineering Assistant
to the Executive Secretary
Texas Air Control Board

STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS
DEPARTMENT OF HEALTH
020 STATE OFFICE BUILDING, PROVIDENCE 8

DIRECTOR OF HEALTH
JOSEPH E. CANNON, M.D., M.P.H.

February 2, 1968

Mrs. Charlotte Fowler
Assistant to the Director
Airlie Productions
Warrenton, Virginia 22186

Dear Mrs. Fowler:

We are interested in purchasing the film, BEWARE THE WIND, and would appreciate it if you would inform us the cost at your very earliest convenience.

Very truly yours,

Austin C. Daley, Chief
Division of Air Pollution Control

ACD:tg

NORTH CAROLINA STATE UNIVERSITY | AT RALEIGH

SCHOOL OF ENGINEERING

OFFICE OF THE DEAN
BOX 5518 ZIP 27607

October 1, 1969

Dr. Murdock, Head
Airlie House
Airlie, Virginia

Dear Dr. Murdock:

I have been told that your organization has developed some excellent films in the area of air pollution problems. We are strongly considering developing a public information series on this subject, and would like to know what materials are available which might be utilized in some way for this purpose. Particularly, I would be interested in knowing if you would allow us to utilize excerpts from your films as part of a television course series. Of course, if we were to use your excerpts, we would give full credit.

I would appreciate your response within the next two or three weeks.

Very truly yours,

J R Canada

John R. Canada
Assistant Dean of Engineering
for Extension

JRC:j

Fed. Pr

AIR CONSERVATION COMMISSION

112 WEST HIGH STREET – JEFFERSON CITY, MISSOURI 65101
(314) 635-9145
P. O. BOX 1062

WARREN E. EARN
GOVERNOR

JAMES H. OGLE
CHAIRMAN

[redacted]

March 2, 1970

Mr. Barry Allentuck
Project Coordinator
George Washington University Medical Center
Warrenton, Virginia 22186

Dear Mr. Allentuck:

I am glad to hear that "Beware the Wind" is available for purchase and we are sending through a purchase order to our state purchasing agent. We are assuming the price includes shipping charges. If not, please bill those separately.

I became aware of the film through the National Air Pollution Control Administration's catalog of films on air pollution for loan through the National Medical Audiovisual Center. I have used it several times as a general introduction to the subject of air pollution in programs I present for our agency to concerned, but relatively unknowledgeable, groups throughout Missouri, such as local women's clubs. I have found it most effective for this purpose; it presents the basic facts about air pollution in a clear, economical and reasonably interesting way. I like the pointing out that an involved, active citizenry is practically a prerequisite of effective control programs. Also, I am aware of nothing in "Beware the Wind" that obviously dates it, something I cannot say for several other films I have used. I plan to use it extensively in the future.

Sincerely,

Dinah Rank
Information Assistant

DR/n

24

JAMES H. BOGLE, CHAIRMAN
P. O. BOX 7
EAST PRAIRIE, MISSOURI 63845

JOHN A. GUNN, JR.
6414 MURDOCH AVE.
ST. LOUIS, MISSOURI

MICHAEL F. KICKHAM
730 BELLARMINE
FLORISSANT, MISSOURI 63031

ALTON L. JONES
320 N. SERGEANT
JOPLIN, MISSOURI 64801

LAVERNE (DUSTY) RHODES
920 HOME SAVINGS BLDG.
KANSAS CITY, MISSOURI 64106

W. FRED SCHAEFFER
PRESIDING JUDGE, COUNTY COURT
SPRINGFIELD, MISSOURI 65802

L. M. GARNER, M.D., ACTING DIRECTOR
MISSOURI DIVISION OF HEALTH
JEFFERSON CITY, MISSOURI 65101

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON, D.C. 20202

March 6, 1970

Dr. Murdock Head
Director
Airlie House Foundation
Warrenton, Virginia 22186

Dear Dr. Head:

It was a pleasure to have the opportunity to meet and discuss with you the approach that has been taken to learning at Airlie House. We were especially interested in the film series on pollution you produced. Here at the Office, in support of the National Environmental Teach-in on April 22, a film festival is being planned to be held in our Learning Resources and Staff Development Center. We would like to include the film "Beware the Wind" and perhaps one or two others produced by the Airlie Foundation. If this schedule date is open, can arrangements be made to receive the film on loan?

Sincerely yours,

Gary G. Allen

Gary G. Allen
Staff Assistant to
the Commissioner

[illegible] -70

State Board of Health

OTHO R. WHITENECK, D.D.S., President
ROBERT D. McCULLOUGH, D.O., Vice President
R. L. LOY, Secretary
WAYNE J. BOYD, M.D.
BERT T. BRUNDAGE, M.D.
CARL D. OSBORN, M.D.
EUGENE A. OWENS, M.D.
HAROLD TOAZ
GLEN L. BERKENBILE, M.D.

State Department of Health
State of Oklahoma

3400 NORTH EASTERN
OKLAHOMA CITY, OKLAHOMA 73105

Commissioner
A. B. COLYAR, M.D.

February 23, 1970

Mr. Barry Allentuck
Project Coordinator
Department of Medical and
Public Affairs
The George Washington University
Medical Center
Warrenton, Virginia 22186

Dear Mr. Allentuck:

We have been reviewing the film EAGLE'S LAMENT. We feel this is an excellent film and are interested in purchasing a copy. Could you please advise us as to where this may be purchased and the amount of the film.

We would also like to know if the copy we buy could be edited by your department to bring Arthur Godfrey's comments about men some day making it to the moon more up to date. Removing one or two words might make the language current with our times.

We would appreciate any information you can give us.

Very truly yours,

Robert V. Blanche, Director
Division of Air Pollution Control

RVB:PL

STATE OF NORTH CAROLINA
DEPARTMENT OF CONSERVATION AND DEVELOPMENT
DAN E. STEWART DIRECTOR
RALEIGH

ADMINISTRATIVE DIVISION
PAUL F. JUDSON, JR., ASSISTANT TO THE DIRECTOR

November 21, 1967

Mr. Bill Hilliard
Medical Society of
North Carolina
Capital Club Building
Raleigh, North Carolina

Dear Bill:

I would like to express the official thanks of the Board of Conservation and Development for your kindness in providing a copy of the film "Beware the Wind" which was shown at our fall quarterly board meeting on October 10. The minutes of this meeting have just been completed, and I am enclosing a copy of these for your information. Reference is made to the film on page #11 of the minutes.

The film created a great deal of interest among Board Members and guests who viewed it, and I am certain in the future you will receive requests from other groups wishing to see this film.

Again, thank you very much for your cooperation and kindness.

Sincerely,

Paul F. Judson, Jr.

PFJ:nbc

Enc.

1-RHC
1-[illegible]
1-JT
1-[illegible]
LF

RECEIVED NOV 27 1967

FINAL BUSINESS SESSION

October 10, 1967

The meeting was called to order at 10:00 o'clock in the Convention Center of the John Yancey Motor Hotel. Chairman York presided with the following members in attendance: Messrs. Bishop, Blanton; Blomberg; Carter; Corpening; Daniels; Dawkins; Gill; Hall; Hampton; Harden, Horton; Kulynych; Maynard; Ragland, Saunders; Sikes; Spangler; Stott and Watson. Absent from the meeting were Barrow, Jordan, and McDonald, the latter having left earlier in the day due to illness.

Before proceeding with the meeting, Paul Judson presented a film entitled, "Beware the Wind", presented through the courtesy of the N. C. Medical Society. This film told about the rising dangers of water and air pollution in the United States.

After viewing the film, Mr. York remarked that North Carolina was "on the threshold of tremendous industrial expansion" and that he understood Greensboro has taken more steps concerning air pollution control than any other city in the State. He called on Col. George Pickett who cited several cities that had made great strides in this, among them Charlotte, Durham, and others.

Chairman York then called for reports of the Standing Committees.

Before giving the report for the Committee on Commercial and Sports Fisheries, Mr. Kulynych called the attention of the Board to a recent article which appeared in a Winston-Salem newspaper concerning a bill which was introduced by Senator Edward M. Kennedy, D-Mass., aimed at revitalizing the fishing industry, and "bringing it out of the Dark Ages". Among other things, the article pointed out that Senator Kennedy said the U. S. fishing industry is hampered by dilapidated vessels, obsolete equipment and backward methods of harvesting, preserving, producing and marketing fish. Mr. Kulynych reported that the Commercial and Sports Fisheries Committee of the Board in 1966 approved a fisheries extension service program that was presented to

COLORADO [illegible] · PUBLIC HEALTH
4210 EAST 11TH AVENUE · DENVER, COLORADO 80220 · PHONE 388-5801
R. L. CLEERE, M.D., M.P.H., DIRECTOR

June 30, 1967

Murdock Head, M.D.
The George Washington University
Airlie Center
Warrenton, Virginia 22186

Dear Murdock:

Enclosed please find a copy of my letter to Dr. Middleton requesting a copy of the film, BEWARE THE WIND, and a copy of a letter to Senator Peter H. Dominick.

I have just heard from the Public Health Service, and I am informed that they do not have copies of the film, and referred me directly to you. I am sure this was not unexpected. I would still like to take you up on your offer of a copy of this most excellent film and would appreciate receiving it. If there would be any charges involved, I am sure I could find money in the budget to pay for it.

It was indeed a pleasure to be with you on the Bill Barker show, and I look forward to the time when we might visit together again. As a matter of fact, that upcoming film you plan on doing in London, England sounds like my cup of tea.

Best personal regards,

Joe Palomba

Joseph Palomba, Jr., Chief
Air Pollution Control

JPJr:fg
Enc. 2

CITY OF CHICAGO

DEPARTMENT OF
AIR POLLUTION CONTROL
320 N. CLARK STREET
CHICAGO, ILL. 60610
PHONE AREA CODE 312 744-4072

RICHARD J. DALEY
MAYOR

WILLIAM J. STANLEY
DIRECTOR

January 19, 1967

Commissioner James V. Fitzpatrick
Department of Streets and Sanitation
City Hall, Room 707
Chicago, Illinois 60602

Re: "Beware the Wind"
Airlee Productions Inc.

Dear Commissioner Fitzpatrick:

On January 16, 1967 a preview of the above film was presented at the WFLD-TV Studios in Marina City. Dr. Head, Producer of the film, gave a brief presentation with regard to the distribution possibilities in the Chicago area. It appears that the 22-minute film can be utilized in an hour production, preceded by a panel discussion moderated by Dr. Head, taped in advance, and presented on WFLD-TV in February, 1967.

The color film had excellent photography and showed sources of air pollution from all over the world. Included were emissions from power plants, open burning of railroad cars, dense concentrations of pigeons, steel mill emissions, plant and leaf damage, phosphate plant emissions, dust cropping operations, effects on metallic statues in European cathedrals, views of Paris and Antwerp and several other unique sources of pollution.

The Chicago Department of Air Pollution Control also was highlighted as to what one dynamic city was presently doing to control its emissions. Scenes included that of the Central Office Building, the Complaint file, the Traffic Communication Center, a roving patrol car, and the Hyman Michaels operation.

It is felt that a very stimulating panel discussion, coupled with the movie, could stimulate the viewing public to take immediate action and request the government to take additional positive steps to combat air pollution.

The panel members can include Mayor Richard J. Daley, Representatives Rostankowski and Pucinski, Commissioner James V. Fitzpatrick, Director William J. Stanley, Dr. George W. Holmes, President, National Emphysema Foundation, and other medical authorities. The filming of this interview will be held Wednesday, February 1st, at 10:30 AM in the Kemper Building, 20 North Wacker Drive, on the 44th Floor TV Studio.

Yours truly,

Wm Stanley

William J. Stanley
Director

WJS:jch

UNITED AUTOMOBILE · AEROSPACE · AGRICULTURAL IMPLEMENT WORKERS
of AMERICA (UAW)
INTERNATIONAL UNION

Region 2A
RAY ROSS
Regional Director

CINCINNATI OFFICE
1429 EAST McMILLAN, SUITE #201
Telephone 221-6070
CINCINNATI, OHIO 45206

February 6, 1970

Mr. Barry N. Allentuck
Communication Projects
Department of Medical and Public Affairs
The George Washington University Medical Center
Arlie - Warrenton, Virginia

Dear Mr. Allentuck:

I am very happy that I have had the opportunity to visit Arlie, attend the Conference on Air Pollution Implementation and to meet you.

You will recall that I spoke to you at the Conference over the possibility of booking "Beware the Wind" for showing at a class we are conducting at Thomas Moore College,in Northern Kentucky, the evening of February 17, 1970.

I do understand the problem you have booking but do hope that the film schedule will permit its use. Should it not be available I understand Arlie has produced another film "The Eagle's Lament" and could use this as a substitute if I may.

Finally, may I again ask for definite specifics regarding the purchase of a print of these film; they were excellent. I know at this time that our coalition committee will be wanting to buy at lease one of these film.

Again my thanks.

Very truly yours,

Wm B. LeMaster

William B. LeMaster
Co-Director Education
Region 2-A

WBL:mrp
opeiu388
afl-cio

Japan Steel Information Center
1000 CONNECTICUT AVENUE N.W., WASHINGTON, D.C. 20036 / TELEPHONE: (202) 296-5614 / ROOM 609

October 29, 1968

Dr. Murdock Head
Airlie Center
Warrentown, Virginia

Dear Dr. Head:

I have received a request from clients of mine in Tokyo, to see if I can make arrangements for the loan of the film, "Beware the Wind." I am affiliated with a public relations firm in Tokyo, who in turn represents the Sumitomo Chemical Company. My affiliate would like to show this film to the Sumitomo firm, as part of Sumitomo's interest and effort in the area of industrial pollution and community relations.

I also understand from Mrs. Fowler of your office that you have produced another film entitled "The Eagles Lament," and I would like to make a similar arrangement with regard to this film, if that is possible.

I, myself, will be making a visit to Japan, leaving Washington on or around November 13, 1968, and returning by December 15, 1968. If possible, I will take the films with me and make myself personally responsible for their return to you. I am certainly grateful for any assistance you can give me in this matter.

With very best regards.

Sincerely yours,

Stephen P. Robin
Washington Representative

SPR/sb

TELEPHONE: 753-2311
AREA CODE 204
TELEX NO. 03-5125

CABLE ADDRESS : MOTA WPG.
IN YOUR REPLY PLEASE QUOTE
FILE NO. MB-68-18

ATOMIC ENERGY OF CANADA LIMITED

WHITESHELL NUCLEAR RESEARCH ESTABLISHMENT

PINAWA, MANITOBA

12 February 1968

Public Relations Officer
George Washington University Airlie Center
WARRENTON, Virginia

Dear Sir:

We would like to show the following film to our staff here:

"Beware The Wind"

Would you please arrange for us to borrow it. The actual date is not important as long as we can have two or three days in which to organise the showing.

Thank you for your help.

Yours faithfully,

M Brandreth

MB:gu

M. Brandreth
Head, Information Services Section

GENERAL ELECTRIC
COMPANY

1100 WESTERN AVENUE, WEST LYNN, MASS. . . . TELEPHONE LYnn 8-6000

MEDIUM STEAM
TURBINE GENERATOR
AND GEAR DEPARTMENT

December 20, 1967

George Washington University
Airlie Center
Warrenton, Virginia

Gentlemen:

SUBJECT: "BEWARE THE WIND"

In the Journal of the Air Pollution Control Association, your film "Beware The Wind" is listed. I would like to use this motion picture on January 19 or January 26.

Could you please tell me if this film is available on free loan and schedule it for one of the above dates.

Thank you.

David L. Burre

David L. Burre, Engineer
Conservation & Industrial Waste Management
Building 3-99 --- Tel. Ext. #2230

DLB:vmm

Not on TV in Mass yet – but GE
so you may want to make available?
Q.

PR-6 REV 8-63

ESTABLISHED 1802

E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE 19898

PUBLIC RELATIONS DEPARTMENT

August 23, 1967

George Washington University
Airlie Center
Warrenton, Virginia 22186

Gentlemen:

I wonder if the film on pollution, I believe it is called "Beware the Wind," is available for showing to a small group in our Public Relations Department.

The picture I have reference to is made under a Government grant and I believe is being distributed to television stations.

We would, of course, return the film promptly. There is no rush about this but if we could get it within the next week or two it would be most helpful.

Thank you very much.

Sincerely,

Alexander L. Murphy

ALM:mww

ELECTRO-AIR
ELECTRO-AIR DIVISION OF EMERSON ELECTRIC
OLIVIA AND SPROUL STREETS, McKEES ROCKS, PA. 15136 • AREA 412 • 771-4900

September 6, 1967

Mrs. Charlotte Fowler
Airlie Center
Warrington, Virginia 22186

Dear Charlotte:

Thank you for your cooperation with us in showing "BEWARE THE WIND" at our annual Sales Meeting.

We've heard glowing reports of the effectiveness of this film and are confident that it will be a valuable aid in educating our sales force to the overall air pollution problem.

As we discussed on the phone, we will return your print after our meeting on November 15.

Again, thank you and Dr. Head for your assistance.

Cordially,

ELECTRO-AIR

Charles R. Peacock,
Advertising Director

CRP/js
Enclosure - CF-105

American Iron and Steel Institute
1000 16th Street, N.W.
Washington, D.C. 20036

JAMES F. COLLINS
VICE PRESIDENT
PUBLIC AFFAIRS AND INTERNATIONAL TRADE

June 1, 1967

Dr. Murdock Head
George Washington University
Airlie Center
Box 341
Warrenton, Virginia

Dear Dr. Head:

We wish to thank you on behalf of the American Iron and Steel Institute for making available to us the film BEWARE THE WIND. It was shown at the May 17, 1967 meeting of the Institute's Technical Committee on Air and Water Quality Control in New York City.

Approximately 22 representatives of major steel producers in this country saw the film. Their reaction was that the film was well done and one of the best of its kind the group has had the opportunity of seeing. Because of the great interest in the film, the American Iron and Steel Institute would appreciate very much having it to present to the AISI Committee on Manufacturing Problems (composed of the Vice Presidents of Operations of the major member companies) scheduled for June 15 in the New York Institute offices.

Sincerely,

J. F. Collins

AB SVENSKA FLÄKTFABRIKEN

INDUSTRIAL DIVISION - VÄXJÖ WORKS
POSTAL ADDRESS: FACK, VÄXJÖ 1
SWEDEN

CABLES
FLÄKTFABRIKEN

TELEPHONE (0470) 1030
TELEX 1630

The George Washington University
Arlie Center
WARRENTON, Virginia
USA

Your ref.

Our ref.
EVSS,
I Zachrisson/Fl

VÄXJÖ
January 30, 1969

Gentlemen:

Re. BEWARE THE WIND (22 min, 16 mm, color, sound)

Please inform us if it is possible for us to borrow from you the movie mentioned above and, if so, whether we could have it already to week 11 this year (otherwise week 10 or 12). Further, what will the cost be for your lending it out to us?

Thanking you in advance for your early information, we remain,

Very truly yours,

AB SVENSKA FLÄKTFABRIKEN
Industrial Division
Library
I. Zachrisson
I.Zachrisson

Gaz Métropolitain, Inc.

January 14, 1970

The George Washington University
  Medical Center
Department of Medical and Public Affairs
Airlie
Warrenton, Virginia 22186
U.S.A.

Attention: Mr. Frank Kavanaugh
Executive Officer

Dear Mr. Kavanaugh:

Many thanks for your prompt reply. We are really desperate for film material as we are trying very hard to bring home the dangers of pollution to a rather indifferent public.

We would like very much to schedule "The Eagles Lament" for March if it is convenient to you.

Postage and insurance of course will be at our cost and we will forward the necessary custom papers to you when you confirm the film availability.

Again many thanks.

Yours truly,

R.M. Bonar
Manager
Architects & Engineers Relations

RMB:dr

1717 du Havre, Montréal 134, Québec – 527-8455
Case postale/P.O. Box 6111, Montréal 101, Québec

PR-6 REV 8 63

DU PONT
ESTABLISHED 1802

E. I. DU PONT DE NEMOURS & COMPANY
INCORPORATED
WILMINGTON, DELAWARE 19898

PUBLIC RELATIONS DEPARTMENT

October 12, 1967

Dr. Murdock Head
The George Washington University
Medical Center
Airlie
Warrenton, Virginia 22186

Dear Dr. Head:

A small group of people in our Public Relations Department who are particularly concerned with the pollution abatement problem saw "Beware the Wind" yesterday and we all thought it was a thoroughly professional job. It presented the problem from a somewhat different viewpoint and demonstrated very clearly that no one group or factor is the culprit. I am sure it will be well received and widely used.

The print is being returned today. Thank you for making this fine film available to us.

Sincerely,

Alexander L. Murphy

ALM:mww

CABLE: "UAW DETROIT"

Frank [illegible]

ff

Solidarity House
8000 EAST JEFFERSON AVE
DETROIT, MICHIGAN 48214
PHONE 926-5000

INTERNATIONAL UNION, UNITED AUTOMOBILE, AEROSPACE & AGRICULTURAL IMPLEMENT WORKERS OF AMERICA-UAW

WALTER P. REUTHER.........PRESIDENT
EMIL MAZEY ... SECRETARY-TREASURER
LEONARD WOODCOCK..VICE-PRESIDENT
PAT GREATHOUSE......VICE-PRESIDENT

February 17, 1970

Arlie Foundation
George Washington University
Washington, D.C.

Gentlemen:

It is our understanding that you distribute two films on pollution entitled, "Beware the Wind" and "The Eagles Lament".

The Education and Conservation Department of the UAW International Union are most interested in previewing these films for possible purchase.

Please rush preview prints at the earliest dates available, along with the purchase price and any literature you have on the films.

Thank you.

Sincerely,

Lennie Shannon
UAW Film Library

LS:caw
opeiu42aflcio
cc:
John Yolton

412<

[illegible]

Technicon Corporation

February 2, 1970

Mr. Frank Kavanaugh
Airlie Foundation
George Washington University Medical Center
Box 341
Warrenton, Virginia 22186

Dear Mr. Kavanaugh:

We would like to screen a print of your film entitled "Beware the Wind," with the intention of purchasing it for our film library. As we do expect to purchase the film, I thought it best to request a print directly through your office instead of the National Medical Audiovisual Center in Georgia.

If we could get a copy of the film by mid-February, we would be most appreciative.

Thank you.

Sincerely yours,

TECHNICON CORPORATION

Marc M Erdrich

Marc M. Erdrich

MME:mrs

Tarrytown, New York 10591 / Telephone: 914-631-8000 / Cable Address: Techintlab New York / TWX: 710-567-1220

AEROSPACE CORPORATION
P. O. Box 5866
San Bernardino Operations, San Bernardino, California 92408

January 12, 1970

George Washington University Airlie Center

Warrenton, Virginia

Gentlemen:

The Statewide Air Pollution Research Center at the University of California, Riverside, informed me that you have a film entitled "Beware the Wind".

Our group is very interested in the subject matter of this film and would appreciate an opportunity to view it.

Will you please send information regarding the availability and rental fee (if any) of this film or any others dealing with the same subject matter. Our schedule is quite flexible and we will be able to show the film as soon as it becomes available.

Thank you.

Very truly yours,

Frank C. Bond

Frank C. Bond
Member of the Technical Staff

FCB/ge

E. SELECTED LETTERS FROM MEMBERS OF CONGRESS AND REPRESENTATIVES OF THE EXECUTIVE BRANCH

THE WHITE HOUSE
WASHINGTON

February 17, 1967

Dear Dr. Head:

Thank you very much for arranging to let us view your production "Beware of the Wind" here at the White House. All of those who have seen it are most impressed with the graphic story it tells. I hope you will use it to good effect.

Sincerely yours,

Douglass Cater
Special Assistant
to the President

Dr. Murdock Head
Airlie House
Warrenton, Virginia

PETER H. DOMINICK
COLORADO

COMMITTEES:
LABOR AND PUBLIC WELFARE
DISTRICT OF COLUMBIA
ARMED SERVICES
SELECT COMMITTEE ON
SMALL BUSINESS

United States Senate
WASHINGTON, D.C.

May 5, 1967

Dr. Murdock Head
Director, Airle Center
George Washington University
Warrenton, Virginia

Dear Murdock:

I certainly enjoyed taping the recent show at Station KOA in Denver and enjoyed even more the opportunity to renew our acquaintanceship.

I hope that we will have a chance to get together in Washington or at the Center before the summer is over, although I know how busy you keep yourself.

It seemed to me that the program went well, although I am afraid that breaking your movie into segments will cut back on some of the impact. In any event, congratulations to you for a fine job on an extremely important subject.

Sincerely,

Peter H. Dominick
United States Senator

PHD:dmh

FRANK HORTON
XXXVITH DISTRICT OF NEW YORK

COMMITTEES:
GOVERNMENT OPERATIONS
DISTRICT OF COLUMBIA
SMALL BUSINESS

Congress of the United States
House of Representatives
Washington, D.C. 20515

1220 LONGWORTH HOUSE OFFICE BUILDING
(202) 225-4916

DISTRICT OFFICE:
107 FEDERAL BUILDING
ROCHESTER, NEW YORK 14614
(716) 325-7100

April 4
1967

Dr. Murdock Head
Airlie Foundation
Warrenton, Virginia

Dear Dr. Head:

I am interested in obtaining the 16mm color documentary on Air Pollution, "Beware the Wind."

As a Congressman from the 36th District of New York, which includes Monroe County--the part of Rochester east of the Genesee River--and all of Wayne County, I feel this film would be a constructive way to relay to my constituents the present and impending dangers of Air Pollution. I think "Beware the Wind" has shown that something can and must be done.

As ranking minority member of the subcommittee on Natural Resources and Power of the Government Operations Committee, I have made an extensive study of Air Pollution and its abatement. On the opening day of the First Session of the 90th Congress, I submitted a bill which would provide for the establishment and enforcement of air quality standards on an "air region" basis. I am enclosing a copy of this bill, H.R. 689, to amend the Clean Air Act, along with other material on Air Pollution, which will give you some idea of my more recent efforts to curb this problem.

It is my understanding that this film would be available to me after it has been shown on television in the Rochester area. I would hope that when the film is available, that I might be considered as a participant in the 8-minute "open-end" discussion panel, moderated by you.

If any more information is necessary, I would appreciate your advising me and I will be happy to answer without delay.

With kindest personal regards, I am

Sincerely,

Frank Horton

Frank Horton

FH/pp
Enclosures

Beware the Wind
(Page 70x10)

National Conference on Air Pollution
Panel H, December 13: Economic and Social Aspects of Air Pollution Control. "A Congressional View of the Problem"

Representative John E. Fogarty

I accepted an invitation to participate in this panel on the economic and social aspects of air pollution control with great pleasure and keen anticipation.

I am primarily interested in the health aspects of air pollution, but as a member of Congress I also must be concerned with the general welfare--and this most certainly includes economic and social matters. In fact, I do not know of any major health problem that does not also have major economic and broad social implications. This is true in particular for environmental health problems.

This also is one of the most difficult areas in air pollution control. Many facets of the physical and biological sciences relating to air pollution are not clearly understood. But with the application of ingenuity and with sufficient time we can look to solutions.

We must look to the social sciences to develop with increasing accuracy and frequency relevant information on the economic impact of air pollution on industry, communities and the nation. We must look to you for some of the means to achieve effective air pollution control.

As a public health goal in this field I suggest the World Health Organization's definition of health stated in the preamble to its constitution. "Health," it says, "is a state of complete physical, mental, and social well being...." It concludes, "Governments have a responsibility for their people which can be fulfilled only by the provision of adequate health and social measures."

It's easy to say, "Oh, come now. That's pie in the sky. When we talk about goals we need to discuss specific, attainable objectives, not broad generalities that justify almost any course of beneficial action and dictate none." In rebuttal, I remind you that the specifics of our American political system has its basis in broad, general statements. I am very thankful that our founding citizens, in establishing our rights to "life, liberty, and the pursuit of happiness," did so without extensive qualification. I am sure that there were cautious men among them who felt that economic and social inevitabilities such as slavery, debtors'prisons, inhuman working conditions, etc., should be recognized. But such qualified goals are for cautious men and modest objectives.

I believe that the environmental conditions under which an increasing majority of Americans are required to live are not inevitable.

One of the most important things to remember about air pollution is that it is only one of a number of environmental factors which affect man's well being. Therefore, an attack on air pollution must be part of a larger attack on environmental problems. It is in this context that we must consider the future of air pollution control by the U.S. Public Health Service.

Therefore, with the conviction that time will prove their validity and, to fix them in your memory, I reiterate the opening and concluding statements of the W.H.O. constitutional preamble;

"health is a state of complete physical, mental, and social well being, and not merely the absence of disease or infirmity.... Governments have a responsibility for the health of their people which can be fulfilled only by the provision of adequate health and social measures."

That's what we're after. Now what do we regard as the economic and social problems associated with the attainment of this goal?

There are various estimates of the cost of air pollution and of the amount spent to control it. I am sure they all have been prepared by able men. And because of the vast number of factors to be considered, the difficulties of measurement, I also suspect that no one of these estimates is really accurate. Their range of magnitude is indicative.

A report this year by the National Academy of Sciences-National Research Council estimates U.S. air pollution costs $65 per capita per year. It states that the latest available figures--those for 1962--indicate that our control programs cost us about 11 cents per capita. And without the State of California--which knows it has a problem and has been spending money to do something about it--without the expenditures in California, the national cost for the control of air pollution would drop to about a nickel a head.

Now as a non-economist--as a member of Congress who sees his job as the promotion of the public health and the protection of the community, either of these figures leads me to the same conclusion. Whether you're talking about a nickel or a dime per head for control versus $65 for damage,it suggests to me that there is a lot of room for air pollution control expenditures which will result in a net economic gain to the communities and areas involved.

When I see such a disparity between damage and control costs of this magnitude, I always conclude that there are facets of control which will surely yield a return to the community approximating the cost of their control.

I don't mean that the people who spend the money will receive the benefits directly. But, although it is never formalized, there is a balance of assets and liabilities for every community. A city which permits its air to become polluted, its water to be contaminated, its housing to become slums is cutting into its capital. The day will come when it will be economically downgraded.

So when I talk about the costs and benefits of air pollution control, I am not indicating to you that I believe that these have easy and obvious relationships. These things are difficult to define, and difficult to present with conviction. However, I believe that in the equitable distribution of these kinds of costs and benefits and social sciences can make a great contribution to the solution of our community air pollution problems.

Frankly, I do not know the basis of the $65 cost figure I have presented. However, I have serious doubts as to its adequacy. I doubt that the real social costs of air pollution have been given sufficient weight. They rarely are.

Among the raw materials of man's life, air is unique. We can provide emergency water supplies. We can bring in food from new sources. We can establish crisis medical treatment. But when the air supply of a city becomes unfit for human consumption--unless you choose to walk the streets equipped as a Scuba diver--evacuation is the only available course of action. Without usable air a city dies, and this is not an inconceivable possibility.

I am also doubtful if sufficient recognition has been given to the cost of long term or chronic effects of exposure to polluted air. The air pollution program of the Public Health Service is relatively new--in fact, initiated in 1955 and only since 1963 with any real resources of money and authority--and we are dealing with phenomena which develop over a lifetime. We need to know a lot more, but the evidence already in hand is damningly one-sided. The rise in emphysema and other respiratory diseases among the general population gives strong indication that sooner or later the general population pays in health the price of dirty air.

It is difficult to talk about the social and/or economic aspects of aesthetics without sounding rather woolly. What is the value of a blue sky? Of an unobstructed view of a green and rolling countryside? Or a street of trim, clean houses?

What do we owe a kid who grows up in a soot-grey world where with every energetic breath he pumps dirt and noxious gases into his lungs? Physically and emotionally we are damaging that child.

Or you can survey a neighborhood and come up with a pretty good figure on the cost of paint damage. But what is the cost of creating neighborhoods where keeping a house freshly painted is too discouraging and too expensive to be worthwhile?

You may tell me that we can't include the cost of these kinds of damage and degradation because they're intangible. And I'll reply that intangible or not, they're real. If we don't work to place some sort of values on them, we're just avoiding the hard questions.

There is evidence that industry is coming around to the view that it too has a vital stake in cleaning up our environment. I happen to be one who has said some harsh things in the past about what industry is doing, or more accurately is not doing, in the fight to clean the air and water, as the record of the hearings held by our subcommittee will show.

But I read a speech only last week in Texas by the president of the U.S. Chamber of Commerce which can give all of us great hope for a more enlightened approach to this problem by industry. Mr. M.A. Wright, who is also chairman of the board of Humble Oil, called on industry to take a leading role in the fight against air and water pollution and to do it now. Let me quote briefly from his address:

"Either we voluntarily implement effective pollution abatement programs at all levels of business and industry or in the near future our actions in this area will be spelled out by Congressional legislation.

"Today we still have the freedom to make a reasoned and resolute response to the problem. Tomorrow our actions may be tightly controlled by government regulations.

"If our efforts are made mandatory, not only will we be forced to take more costly and less efficient action, but we will also forfeit our claim to being a responsible segment of society. To those who say they cannot afford to take effective anti-pollution measures, I can only respond that they can't afford not to."

Obviously, I can not speak for the next Congress or for those which will come after. All I can do is attempt to anticipate their conclusions.

I have attempted today to emphasize my judgement--which I believe is widely shared--of the importance, the uniqueness, and the imperativeness of attacking our national air pollution problem.

I shall be greatly surprised if the Clean Air Act of 1963 is not eventually recognized as only an early step in a sequence of Federal actions concerned with and contributing to the solution of air pollution problems.

I am sure that this will come about. The Federal Government and the Congress have an imperfect but nonetheless great tradition of rising to the defense of our natural wonders and resources. I cannot believe that we will continue to permit our air --and fluid in which we live and an essential component of every productive process--to be appropriated for private use without regard for the public welfare.

This is what happens when industrial or governmental operations, commuting patterns, or residential burning practices foul the atmosphere of a community. Its people pay in damaged property, health, and sensibilities the cost of clean air --without receiving it.

Once we said, "Smoking chimneys mean prosperity." But today in our prosperous and technically advanced culture, a community living under uncontrolled plumes of airborne waste is flying the pennants of poverty. They proclaim a second class city--unpleasant, unhealthy, expensive.

I have tried to indicate to you today some of the air pollution interests and concerns of the Congress in the areas of the social sciences. As we act, and I am sure that we will act, we will be guided by all available health, economic and social information.

In the Harvard Business Review, it was recently estimated that at least $275 billion will be required over the next 34 years to ensure the availability of clean air and water. Let me repeat: $275 billion dollars.

That's a lot of money by any standard of measurement, war or no war. The public must understand that a great deal of that money is going to come out of its pockets, directly or indirectly. Is the public willing to pay for clean air and if so, how much and for how clean?

In that connection, I recently noted in Environmental Health Letter that an answer to the question may soon be forthcoming in New York City, where residents may face the prospect of an increase in rents to finance the new regulations.

I don't have to remind anybody here that Air Pollution is a growing menace which must be foug t now with dedication and urgency. All of you here know this - since this is what this conference is about.

The urgency of the problem was brought home to me by a film which I previewed las night entitled "Beware the Wind". This program was produced for television by Dr. Murdock Head of the Airlie Foundation and financed in part by a grant from the Air Polluton Division of the Public Health Service. The narration by Robert Preston was extremely effective. I am told that this film will be distributed to the major television markets for showing in prime time and will be co-sponsored by local professional organizations such as the American Academy of General Practice, the Air Pollution Committee and other action-oriented groups. Outstanding citizens will participate in an eight minute "Open End" discussion of the air pollution problems as they relate to their own community. Programs of this type are needed to motivate our people at both the professional and lay levels. I believe that every Public Health Service Officer should be made aware of this documentary. This is the most effective technique of informing the public of the danger of air pollution and what can be done by the general public to counteract it.

I hope many such efforts will be made to utilize these mass media techniques effectively until our people become aware of what is happening to their precious environment -- until they understand the need to take action.

Let me conclude by saying that I believe the public does want cleaner air, just as it wants cleaner environment.

All segments of our society must join in that effort, and the best interests of the public will be served if we quit looking for heroes and villains.

GEORGE A. SMATHERS, FLA., CHAIRMAN

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STAFF DIRECTOR AND GENERAL COUNSEL

RAYMOND D. WATTS,
ASSOCIATE GENERAL COUNSEL

United States Senate

SELECT COMMITTEE ON SMALL BUSINESS
(CREATED PURSUANT TO S. RES. 58, 81ST CONGRESS)

April 10, 1967

Dr. Murdock Head, Director
Airlie Center
George Washington University
Warrenton, Virginia

Dear Dr. Head:

I would like to commend you for the fine job you did in producing the outstanding film, "Beware the Wind." For quite some time now I have become increasingly concerned about the air pollution problem throughout the nation. Although the Denver area has been Colorado's only area with a significan air pollution problem, I have become increasingly concerned about air pollution in the Rocky Mountain area.

I understand that you are scheduling to release the film to television stations throughout the country for showing on prime time color telecasts. I would be very honored to appear on the open or close of the film when you arrange showings in Colorado and the Rocky Mountain region.

Would it also be possbile for me to buy one or two copies of the film after its release in Colorado? I would then distribute the film to several schools and civic organizations in the state in order to acquaint more citizens with this problem.

Thank you very much for your assistance in this matter.

Best regards.

Sincerely,

Peter H. Dominick

Peter H. Dominick
United States Senator

PHD:cq

May 26, 1967

Honorable Peter H. Dominick
United States Senator
Senate Office Building
Washington, D.C. 20525

Dear Senator Dominick:

Many thanks for your kind letter and expressions of confidence in me and my program. It was indeed a pleasure for me to appear with you and Dr. Murdock Head on the Bill Barker program.

I held off writing to you until the showing of the taped program. It is my pleasure to report that the program was well received and many kind compliments have since come into this office.

Again many thanks, and if I can be of any further service to you please do not hesitate to contact me.

Sincerely,

Joseph Palomba, Jr., Chief
Air Pollution Control

JPJr:fg